

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

PARAMOUNT BED COMPANY, LIMITED, Petitioner, v. DREAMWELL, LTD. Respondent.	TTAB Cancellation No. 92049676 In The Matter of Registration No. 1,542,562 <i>73/124,976</i>
---	--

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

CERTIFICATE OF MAILING BY EXPRESS MAIL

Express Mailing Label No. EH502254077US

Deposited: April 10, 2009

Dear [Sir/Madam]:

Enclosed herewith are the following:

1. Respondent's Motion for Summary Judgment and Brief in Support
Thereof and for Suspension of Proceedings Pending Disposition of the
Motion (19 pages);
2. Declaration of Tim Oakhill Pursuant to 28 U.S.C. § 1746 in Support of
Respondent's Motion for Summary Judgment (7 pages);



04-14-2009

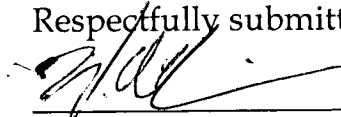
2469012 v01

3. Exhibit A attached to Declaration of Tim Oakhill (1 page);
4. Exhibit B attached to Declaration of Tim Oakhill (1 page);
5. Exhibit C attached to Declaration of Tim Oakhill (52 pages);
6. Exhibit D attached to Declaration of Tim Oakhill (16 pages);
7. Exhibit E attached to Declaration of Tim Oakhill (52 pages);
8. Acknowledgement Postcard.

I hereby certify that this correspondence is being deposited with the United States Postal Service Express Mail Post Office to Addressee, postage prepaid, this 10th day of April, 2009, in an envelope addressed as follows:

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

Respectfully submitted,



John R. Harris
Lawrence H. Kunin
W. Andrew McNeil

MORRIS, MANNING & MARTIN, LLP
1600 Atlanta Financial Center
3343 Peachtree Road, N.E.
Atlanta, Georgia 30326
(404) 233-7000

Attorneys for Respondent

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

<p>PARAMOUNT BED COMPANY, LIMITED,</p> <p style="text-align: center;">Petitioner,</p> <p style="text-align: center;">v.</p> <p>DREAMWELL, LTD.</p> <p style="text-align: center;">Respondent.</p>	<p>Cancellation No. 92049676</p> <p>In The Matter of Registration No. 1,542,562</p>
---	---

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451

**RESPONDENT'S MOTION FOR SUMMARY JUDGMENT AND BRIEF IN
SUPPORT THEREOF AND FOR SUSPENSION OF PROCEEDINGS
PENDING DISPOSITION OF THE MOTION**

John R. Harris
Lawrence H. Kunin
W. Andrew McNeil
MORRIS, MANNING & MARTIN, LLP
1600 Atlanta Financial Center
3343 Peachtree Road, N.E.
Atlanta, Georgia 30326
(404) 233-7000

Attorneys for Respondent

TABLE OF CONTENTS

I.	PRELIMINARY STATEMENT.....	1
II.	STATEMENT OF RELEVANT FACTS	2
III.	ARGUMENT	4
A.	Legal Standard For Summary Judgment.....	4
B.	Simmons and/or Dreamwell Uses The Mark In Commerce.....	7
C.	The Mark Has Not Been Abandoned Because Respondent Intends To Continue Using The Mark In Commerce	10
IV.	SUSPENSION OF PROCEEDINGS.....	13
V.	CONCLUSION	13

TABLE OF AUTHORITIES

Federal Cases

<i>Avia Group International, Inc. v. L.A. Gear California, Inc.</i> , 853 F.2d 1557 (Fed. Cir. 1988)	5
<i>Bishop v. Equinox Int'l Corp.</i> , 154 F.3d 1220 (10th Cir. 1998)	9
<i>Celotex Corp. v. Catrett</i> , 477 U.S. 317 (1986)	5
<i>Emergency One, Inc. v. Am. FireEagle, Ltd.</i> , 228 F.3d 531 (4th Cir. 2000)	11, 12
<i>Exxon Corp. v. Humble Exploration Co.</i> , 695 F.2d 96 (5th Cir. 1983), remanded to 592 F. Supp. 1226 (N.D. Tex. 1984)	11
<i>Lloyd's Food Products, Inc. v. Eli's, Inc.</i> , 987 F.2d 766 (Fed. Cir. 1993)	6
<i>Old Dutch Foods, Inc. v. Dan Dee Pretzel & Potato Chip Co.</i> , 477 F.2d 150 (6th Cir. 1973)	10
<i>Person's Co. v. Christman</i> , 900 F.2d 1565 (Fed. Cir. 1990)	5, 9, 11
<i>Pure Gold, Inc. v. Syntex (U.S.A.), Inc.</i> , 739 F.2d 624 (Fed. Cir. 1984)	4, 5
<i>Sanofi-Aventis v. Advancis Pharm. Corp.</i> , 453 F. Supp. 2d 834 (D. Del. 2006)	10
<i>Sweats Fashions, Inc. v. Pannill Knitting Co.</i> , 833 F.2d 1560 (Fed. Cir. 1987)	5
<i>Turner Greenberg Assocs. v C & C Imps.</i> , 320 F. Supp. 2d. 1317 (S. D. Fla. 2004)	8, 10

United States Patent Office Cases

<i>E. I. du Pont de Nemours and Co. v. Big Bear Stores, Inc.</i> , 161 U.S.P.Q. (BNA) 50 (TTAB 1969)	13, 14
<i>In re E.A. Miller & Sons Packing</i> , 225 U.S.P.Q. 592 (TTAB 1985)	9
<i>University Book Store v. University of Wisconsin Board of Regents</i> , 33 U.S.P.Q. 2nd 1385 (TTAB 1994)	5

Statutes

15 U.S.C. § 1127	8, 9, 11, 12
28 U.S.C. § 1746	7

Rules

Fed. R. Civ. P. 56(c)	4, 6
Fed. R. Civ. P. 56(e)	6

Publications

Restatement (Third) of Unfair Competition, § 30 (1995)	13
--	----

Other Authorities

37 C.F.R. §2.122(b)	7
37 C.F.R. 2.127(d)	14

Respondent Dreamwell, Ltd., a Nevada limited liability company, (“Respondent” or “Dreamwell”) by and through its undersigned attorneys, submits its Motion for Summary Judgment and Brief in Support Thereof, respectfully showing the Board as follows.

I. PRELIMINARY STATEMENT

Petitioner, Paramount Bed Company, Limited (hereinafter “Paramount” or “Petitioner”) contends that Dreamwell’s continued registration of its PARAMOUNT mark that is the subject of Registration No. 1,542,562 (hereinafter the “Mark”) must be refused and the registration cancelled, alleging that Dreamwell has not used and abandoned the Mark. Dreamwell, contrary to Petitioner’s assertions, has continuously used the Mark in interstate commerce since at least 1987, has not abandoned the Mark and further intends to use the Mark in the future. As such, Petitioner’s claim that Dreamwell abandoned the Mark must fail as a matter of law and the instant cancellation proceeding should be dismissed with prejudice. For the purpose of the instant Motion only, the factual allegations in Paragraphs 3, 5, 6 and 7 of the Petition for Cancellation are undisputed.

The Board should grant Respondent’s Motion for Summary Judgment for the following reasons:

- The Mark has not been abandoned as evidenced by the sales and advertising of products featuring the Mark since at least 2004; and

- Respondent intends to continue using the Mark in commerce in the future.

Accordingly, Respondent requests that the Board grant its Motion and dismiss the cancellation with prejudice.

II. STATEMENT OF RELEVANT FACTS

Dreamwell is a Nevada limited liability company and a subsidiary of Simmons Bedding Company. Simmons Company (now known as Simmons Bedding Company or “Simmons”) is indicated as the current owner of Registration No. 1,542,562 for the mark PARAMOUNT on the United States Patent and Trademark Office’s TARR website. Simmons filed Application Serial No. 73/728,990 for the Mark on May 17, 1988, and the Mark registered on June 6, 1989 as Registration No. 1,542,562. On April 19, 2002, Simmons assigned the Mark, and the goodwill associated therewith, to Dreamwell. Petitioner filed the instant cancellation on July 11, 2008.

Simmons manufactures and/or sells mattresses and box springs, and through Dreamwell licenses others to manufacture and/or sell mattresses and box springs that are sold globally, including throughout the United States. [Declaration of Tim Oakhill (“Oakhill Decl.”), ¶ 2].¹ Simmons has been manufacturing various bedding products since at least as early as 1870. [*Id.*]

¹ The Declaration of Tim Oakhill is filed concurrently herewith as Exhibit 1.

The Mark is an important and valuable trademark to Simmons and Dreamwell. [Oakhill Decl., ¶ 3]. Simmons and/or Dreamwell have used the Mark in the United States in connection with mattresses and box springs since at least as early as 1987. [*Id.*] Simmons and/or Dreamwell have used the Mark continuously in association with mattresses and box springs by sewing labels featuring the Mark onto mattresses at the point of manufacture. [Oakhill Decl., ¶ 3, Ex. A to Oakhill Decl.].

The mattresses and box springs featuring the Mark are sold to retailers throughout the country including Mattress Giant, Rooms to Go Furniture and Metro Mattress, among others. [Oakhill Decl., ¶ 4]. These retailers in turn sell the mattresses and box springs featuring the Mark to the public. [*Id.*] There are five different mattress models in the Beautyrest Paramount Collection that have been sold under and feature the Mark since at least 2004: the Elation, Expressions, Marquis Villa, Milan Manor and Monterey Bay models. [*Id.*] Sales to retailers of these models sold under the Mark — both in number of units shipped and dollar amounts during the period from 2004 through 2008 — have enjoyed considerable success. [Oakhill Decl., ¶4, Ex. B to Oakhill Decl.].

Currently Simmons has hundreds of different model designations of mattresses and box springs, the most valuable of which are protected by trademark registrations. [Oakhill Decl., ¶ 6]. The “recycling” of trademarked model

designations is a typical business practice of Simmons and Dreamwell. [*Id.*] When sales of a particular model decline, the model designation is not used for a brief period of time, typically for a period of less than two years. [*Id.*] However, during this brief period of nonuse, plans are made to designate future models and products with the “recycled” marks. [*Id.*] Although sales of products featuring the Mark declined in 2008, Simmons and/or Dreamwell intend to use the Mark in commerce in the near future for a yet-to-be determined line of new mattresses and box springs. [Oakhill Decl., ¶¶ 5-6].

Further, Simmons markets and promotes mattresses and box springs featuring the Mark nationwide through a variety of media including print, television and radio advertisements. [Oakhill Decl., ¶ 7]. For example, during the period from approximately October 2004 through February 2007, the Mark was featured in advertisements in at least seventeen separate major-market newspapers from across the United States. [Oakhill Decl., ¶¶ 7-10, Exs. C-E to Oakhill Decl.].

III. ARGUMENT

A. LEGAL STANDARD FOR SUMMARY JUDGMENT

Summary judgment is appropriate in cases before the Board where there are no genuine issues of material fact which require resolution at trial. Fed. R. Civ. P. 56(c). The purpose of summary judgment is to avoid a useless trial where additional evidence would not reasonably be expected to change the outcome. *See*

Pure Gold, Inc. v. Syntex (U.S.A.), Inc., 739 F.2d 624, 626 (Fed. Cir. 1984). A “useless trial” is one where more evidence than is already available in connection with a summary judgment motion cannot be reasonably expected to change the result. *Id.* As a general rule, the resolution of matters before the Trademark Trial and Appeal Board by summary judgment is encouraged. *University Book Store v. University of Wisconsin Board of Regents*, 33 U.S.P.Q. 2nd 1385, *15 (TTAB 1994).

While a petitioner in a cancellation proceeding for abandonment bears the ultimate burden of proving abandonment by a preponderance of the evidence, (*Person's Co. v. Christman*, 900 F.2d 1565, 1571 (Fed. Cir. 1990)), the party moving for summary judgment has the burden of demonstrating the absence of any genuine issue of material fact. See *Sweats Fashions, Inc. v. Pannill Knitting Co.*, 833 F.2d 1560, 1563 (Fed. Cir. 1987). Further, a factual dispute is “material” only if it may affect the resolution of the case. See *University Book Store*, 33 U.S.P.Q. 2nd at *14. Courts have found that the burden of a moving party may be discharged by “showing” or “pointing out” that there is an absence of evidence to support the nonmoving party’s case. *Avia Group International, Inc. v. L.A. Gear California, Inc.*, 853 F.2d 1557, 1560 (Fed. Cir. 1988) quoting *Celotex Corp. v. Catrett*, 477 U.S. 317, 325 (1986). Here Petitioner simply cannot prove that the Mark is abandoned in light of the evidence of continuous use presented by the Respondent.

Summary judgment is particularly appropriate where, as here, actual testimony is unlikely to address any new or additional evidence which might bear on the critical factual issues or which would reasonably be expected to change the result. *See Pure Gold*, 739 F.2d at 626. Based on the evidence presented herein, there is no basis to believe that Petitioner can possibly controvert the plain fact that the Mark is used in commerce and has not been abandoned.

For the purposes of a motion for summary judgment, a factual dispute is genuine only if, on the evidence of record, the Board could resolve the factual dispute in favor of the non-movant. *See Lloyd's Food Products, Inc. v. Eli's, Inc.*, 987 F.2d 766, 767 (Fed. Cir. 1993) (vacating order cancelling registration of trademark). The Board, in connection with a motion for summary judgment, may consider the pleadings and affidavits. *See* Fed. R. Civ. P. 56(c) and (e).² The evidentiary record upon summary judgment in an inter partes proceeding also includes the file of any registration that is the subject of the proceeding. 37 C.F.R. §2.122(b). Here, the affidavit of Tim Oakhill and the file for Registration No. 1,542,562 establish that there is no genuine issue of material fact and support that the Mark is used in commerce and has not been abandoned. Therefore, summary judgment is appropriate and the Board should dismiss this cancellation with prejudice.

² Pursuant to 28 U.S.C. § 1746, wherever any matter is required to be supported by an affidavit, such matter may, with like force and effect, be supported by an unsworn declaration.

B. SIMMONS AND/OR DREAMWELL USES THE MARK IN COMMERCE

Contrary to Petitioner's assertions, Simmons and/or Dreamwell *have* used the Mark in commerce during at least the last three (3) consecutive years, and therefore the Mark cannot be considered abandoned. A mark shall be deemed to be "abandoned" if either of the following occurs:

(1) When its use has been discontinued with intent not to resume such use. Intent not to resume may be inferred from circumstances. Nonuse for 3 consecutive years shall be prima facie evidence of abandonment. "Use" of a mark means the bona fide use of such mark made in the ordinary course of trade, and not made merely to reserve a right in a mark.

(2) When any course of conduct of the owner, including acts of omission as well as commission, causes the mark to become the generic name for the goods or services on or in connection with which it is used or otherwise to lose its significance as a mark. 15 U.S.C. § 1127.

Because Simmons has sold goods featuring the Mark in commerce since at least 2004, the Mark has not been abandoned. Section 45 of the Lanham Act further states:

The term "use in commerce" means the bona fide use of a mark in the ordinary course of trade, and not made merely to reserve a right in a mark. For purposes of this chapter, a mark shall be deemed to be in use in commerce —

(1) on goods when —

(A) it is placed in any manner on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto, or if the nature

of the goods makes such placement impracticable,
then on documents associated with the goods or
their sale, and

(B) the goods are sold or transported in
commerce....

15 U.S.C. § 1127.

Here labels featuring the Mark are affixed to mattresses at the point of manufacture. [Oakhill Decl., ¶ 3, Ex. A to Oakhill Decl.]. These mattresses and box springs are then sold to retailers and wholesalers throughout the country and have enjoyed considerable success, both in terms of units sold and net sales. [Oakhill Decl., ¶4, Ex. B to Oakhill Decl.]. For these reasons the Board should grant Respondent's Motion for Summary Judgment and dismiss the cancellation with prejudice.

Affixing tags and labels bearing a mark to furniture sold in commerce constitutes use under Section 45. *See* 15 U.S.C. § 1127; *Turner Greenberg Assocs. v C & C Imps.*, 320 F. Supp. 2d. 1317, 1330 (S. D. Fla. 2004) (finding that manufacturer used mark in commerce by affixing tags and labels bearing mark to its furniture, fabrics, and furniture accessories, by using mark on point of purchase fabric displays, by using mark in catalogs that display its furniture, fabrics, and furniture accessories at point of purchase for those goods, and by using mark in advertising.).

Further, sales to retailers and wholesalers constitute sales of goods in commerce. *See, e.g., In re E.A. Miller & Sons Packing*, 225 U.S.P.Q. 592, 595 (TTAB

1985) (use in commerce found based on sales of beef to wholesalers and restaurateurs and not the consuming public).

Although sales of products featuring the Mark have decreased, the Mark has not been abandoned. Even where sales of a branded product decrease dramatically, courts are likely to refuse to find that a mark is abandoned. See *Bishop v. Equinox Int'l Corp.*, 154 F.3d 1220, 1222 (10th Cir. 1998) (finding that even though trademark owner's sales fell during a 5-year period to an average of 98 bottles per year, no abandonment was found). Intermittent periods of nonuse — or even slight use — does not result in abandonment if the overall business is continuous. See *Person's*, 900 F.2d at 1571 (“[t]here is also no rule of law that the owner of a trademark must reach a particular level of success, measured either by the size of the market or by its own level of sales, to avoid abandoning a mark.”). Although the appellant in *Person's* argued that abandonment was established by the registrant's intermittent sales during a four-year period, the paucity of orders to replenish the inventory during that period, and the lack of significant sales to commercial outlets, the court found that such circumstances do not necessarily imply abandonment and that appellant did not establish abandonment. *Id.* Here, Simmons' business is continuous and ongoing. Simmons has been manufacturing bedding products since at least 1870, and plans to continue doing so for many years to come. Although sales of products featuring the Mark declined in 2008, Simmons and/or Dreamwell

intend to use the Mark in the future for a yet-to-be determined line of new mattresses and box springs. [Oakhill Decl., ¶ 6].

Courts also consider marketing as an indicator of a trademark's use in commerce. *See Old Dutch Foods, Inc. v. Dan Dee Pretzel & Potato Chip Co.*, 477 F.2d 150, 155 (6th Cir. Ohio 1973) ("[w]hile the promotion of a mark may be a factor in the determination of whether the mark is used to identify the manufacturer of the goods, it is not dispositive of the issue one way or the other."); *Sanofi-Aventis v. Advancis Pharm. Corp.*, 453 F. Supp. 2d 834, 846 (D. Del. 2006) (finding that trademark owners did not abandon their mark pursuant to 15 U.S.C. § 1127 as result of a merger based in part of its use in promotional materials); *Turner Greenberg Assocs.*, 320 F. Supp. 2d. at 1330 (finding use pursuant to 15 U.S.C. § 1127 in part where mark was featured in advertising).

The extensive nation-wide advertising featuring the Mark during at least the period from approximately October 2004 through February 2007 further establishes that the Mark has not been abandoned. [Oakhill Decl., ¶¶ 7-10, Exs. C-E to Oakhill Decl.].

C. THE MARK HAS NOT BEEN ABANDONED BECAUSE RESPONDENT INTENDS TO CONTINUE USING THE MARK IN COMMERCE

As discussed above, Petitioner cannot establish a prima facie case of abandonment because the Mark has been in use for at least the last three consecutive years. *See* 15 U.S.C. § 1127. However, even in light of the declining sales of

products featuring the Mark in 2008, Petitioner cannot establish abandonment here because Dreamwell intends to continue using the Mark in commerce in the near future.

Section 45 states that “[a] mark shall be deemed to be ‘abandoned’ if ... its use has been discontinued with intent not to resume such use....” 15 U.S.C. § 1127. An “intent to resume” requires the trademark owner to have plans to resume commercial use of the mark. *Exxon Corp. v. Humble Exploration Co.*, 695 F.2d 96, 102 (5th Cir. 1983), *remanded to* 592 F. Supp. 1226, 1227 (N.D. Tex. 1984) (finding no abandonment where plaintiff intended to resume commercial use of its mark); *Person’s*, 900 F.2d at 1571. Courts require that an intent to resume use of a mark must be within the reasonably foreseeable future. *See Emergency One, Inc. v. Am. FireEagle, Ltd.*, 228 F.3d 531, 537 (4th Cir. 2000). However what is meant by the “reasonably foreseeable future” will vary depending on the industry and the particular circumstances of the case. *See id.* (finding that “it might be reasonable for a fire truck manufacturer to spend five or six years considering the reintroduction of a brand, even though the same passage of time would be unreasonable for a maker of a more ephemeral product, say potato chips.”).

Moreover, there is no abandonment merely because use of a mark — or intent to use a mark — is shifted from one line of goods to another similar line. According to the Restatement 3d of Unfair Competition:

A change in the kind of goods ... marketed under the trademark is not an abandonment of the trademark ... if the new goods ... are sufficiently related to the original goods ... such that prospective purchasers are likely to perceive the new product as originating from the same source as the original product. Similarly, a cessation of use with an intent to resume use on a related product is not an abandonment...." Restatement (Third) of Unfair Competition, § 30, comment b (1995).

The Board has found that the change of the use of a mark from one product to another variety thereof cannot constitute abandonment of the mark. *E. I. du Pont de Nemours and Co. v. Big Bear Stores, Inc.*, 161 U.S.P.Q. (BNA) 50, 52 (TTAB 1969) (although registrant had recently discontinued the use of its mark on a particular type of finish, the Board found against abandonment where there was evidence that the registrant intended to continue the use of the mark on another type of finish in the near future).

Here it is Simmons' and Dreamwell's typical business practice to temporarily suspend use of a trademarked model designation, especially where sales of a particular model decline, as in the case of the Mark in 2008. [Oakhill Decl., ¶¶ 5, 6]. However, because Simmons and/or Dreamwell intends to continuing using the Mark in the near future for a yet-to-be determined line of new mattresses and box springs, this further establishes that the Mark has not been abandoned. [Oakhill Decl., ¶ 6]. As in *Emergency One* and *E. I. du Pont*, this is especially true for products with greater longevity and in the same product family, such as the mattresses and

box springs in this case. Because Simmons and Dreamwell intend on using the Mark again in the near future, the Board should grant Respondent's Motion for Summary Judgment and dismiss the cancellation.

IV. SUSPENSION OF PROCEEDINGS

Pursuant to 37 C.F.R. 2.127(d) , a case will be suspended by the Board upon the filing of a motion requesting summary judgment since the motion is potentially dispositive of the proceeding.

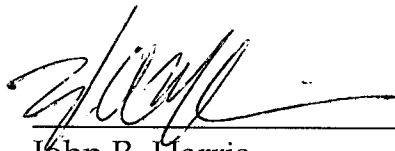
Here Respondent has submitted a timely filed motion for summary judgment and suspension of the proceedings is proper.

V. CONCLUSION

There are no genuine issues of material fact as to Petitioner's claim that Respondent abandoned the Mark that would preclude entry of summary judgment in Respondent's favor. Petitioner's claims that Respondent has not used the Mark in commerce fail as a matter of law and the cancellation should be dismissed with prejudice.

**** Signature Block To Follow ****

Respectfully submitted this 10th day of April, 2009.

A handwritten signature in black ink, appearing to read "J. Harris", is written over a horizontal line.

John R. Harris

Lawrence H. Kunin

W. Andrew McNeil

MORRIS, MANNING & MARTIN, LLP

1600 Atlanta Financial Center

3343 Peachtree Road, N.E.

Atlanta, Georgia 30326


(404) 233-7000

Attorneys for Respondent

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a copy of the foregoing RESPONDENT'S MOTION FOR SUMMARY JUDGMENT AND BRIEF IN SUPPORT THEREOF was served on Petitioner by mailing a true copy thereof to its attorney of record, by Express Mail Post Office to Addressee, postage prepaid, this 10th day of April, 2009, in an envelope addressed as follows:

Paul Fields
Darby & Darby P.C.
7 World Trade Center
250 Greenwich Street
New York, New York 10007
Tel: (212) 527-7700


John R. Harris
Lawrence H. Kunin
W. Andrew McNeil

MORRIS, MANNING & MARTIN, LLP
1600 Atlanta Financial Center
3343 Peachtree Road, N.E.
Atlanta, Georgia 30326
(404) 233-7000

Attorneys for Respondent

CERTIFICATE OF MAILING

The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service Express Mail Post Office to Addressee, postage prepaid, this 109 day of April, 2009, in an envelope addressed as follows:

United States Patent and Trademark Office
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, Virginia 22313-1451



John R. Harris
Lawrence H. Kunin
W. Andrew McNeil

MORRIS, MANNING & MARTIN, LLP
1600 Atlanta Financial Center
3343 Peachtree Road, N.E.
Atlanta, Georgia 30326
(404) 233-7000

Attorneys for Respondent

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

PARAMOUNT BED COMPANY, LIMITED, Petitioner, v. DREAMWELL, LTD. Respondent.	Cancellation No. 92049676 In The Matter of Registration No. 1,542,562
---	---

**DECLARATION OF TIM OAKHILL PURSUANT TO 28 U.S.C. § 1746 IN
SUPPORT OF RESPONDENT'S MOTION FOR SUMMARY JUDGMENT**

I, Tim Oakhill, hereby declare and state as follows:

1.

I am the Executive Vice President of Marketing for Simmons Bedding Company ("Simmons"). Simmons Company (now known as Simmons Bedding Company) filed Application Serial No. 73/728,990 for the mark PARAMOUNT (the "Mark") on May 17, 1988, which subsequently matured into Registration No. 1,542,562 on June 6, 1989. On April 19, 2002 Simmons assigned the Mark, and the goodwill associated therewith, to Dreamwell, Ltd., ("Respondent" or "Dreamwell"). Dreamwell is a wholly-owned subsidiary of Simmons. I submit this Declaration in support of Dreamwell's Motion for Summary Judgment. Unless otherwise stated, I have personal knowledge of the facts set forth herein.

2.

Simmons manufactures and/or sells mattresses and box springs, and through Dreamwell licenses others to manufacture and/or sell mattresses and box springs that are sold globally, including throughout the United States. Simmons has been manufacturing various bedding products since at least as early as 1870.

3.

The Mark is an important and valuable trademark to Simmons and Dreamwell. Simmons and/or Dreamwell have used the Mark in the United States in connection with mattresses and box springs since at least as early as 1987. Since that time, Simmons and/or Dreamwell have used the Mark continuously in association with mattresses and box springs as represented by the label attached hereto as Exhibit A. The label reproduced at Exhibit A is sewn onto the mattresses at the point of manufacture.

4.

The mattresses and box springs manufactured by Simmons featuring the Mark are sold to retailers throughout the country including Mattress Giant, Rooms to Go Furniture and Metro Mattress, among others. These retailers in turn sell the mattresses and box springs featuring the Mark to the public. There are five different mattress models in the Beautyrest Paramount Collection that

have been sold under and feature the Mark since at least 2004: the Elation, Expressions, Marquis Villa, Milan Manor and Monterey Bay models. The sales to retailers for these models sold under the Mark - both in number of units shipped and dollar amounts during the period from 2004 through 2008 - are summarized in the chart attached at Exhibit B.

5.

The negative totals for 2008 reflected in the chart attached at Exhibit B represent warranty returns of products featuring the Mark. There were no regular shipments or sales of products featuring the Mark in 2008.

6.

Currently Simmons has hundreds of different model designations of mattresses and box springs, the most valuable of which are protected by trademark registrations. The "recycling" of trademarked model designations is a typical business practice of Simmons and Dreamwell. When sales of a particular model decline - such as in the case of products sold under the Mark in 2008 - the model designation is not used for a brief period of time, typically for a period of less than two years. During this brief period of nonuse, plans are being made to designate future models and products with the "recycled" marks. Such is the case with the Mark, as Simmons and/or Dreamwell intend to use the Mark in

commerce in the near future for a yet-to-be determined line of new mattresses and box springs.

7.

Simmons has marketed and promoted mattresses and box springs featuring the Mark nationwide through a variety of media including print, television and radio advertisements. For example, the Mark was featured in advertisements in at least seventeen newspapers serving different major metropolitan areas throughout the United States during the period from approximately October 2004 through February 2007.

8.

Attached hereto as Exhibit C is a representative sample of true and correct newspaper advertisements that were featured in the following newspapers on October 10, 2004¹:

- *The Daytona Beach News-Journal*, Daytona Beach, Florida
- *The Sun-Sentinel*, Ft. Lauderdale, Florida
- *The Orlando Sentinel*, Orlando, Florida
- *St. Petersburg Times*, St. Petersburg, Florida
- *The Tampa Tribune*, Tampa Bay, Florida
- *The Baltimore Sun*, Baltimore, Maryland

¹ The Mark is featured at page four (4) of each advertisement.

- *The Boston Globe*, Boston, Massachusetts
- *The Herald*, Boston, Massachusetts
- *The Star Tribune*, Minneapolis, Minnesota
- *St. Paul Pioneer Press*, St. Paul, Minnesota
- *The Philadelphia Inquirer*, Philadelphia, Pennsylvania
- *The Providence Journal*, Providence, Rhode Island
- *The Houston Chronicle*, Houston, Texas

9.

Attached hereto as Exhibit D is a representative sample of true and correct newspaper advertisements that were featured in the following newspapers on December 28, 2006²:

- *St. Petersburg Times*, St. Petersburg, Florida
- *The Tampa Tribune*, Tampa Bay, Florida
- *The Star Tribune*, Minneapolis, Minnesota
- *The Star Telegram*, Ft. Worth, Texas

10.

Attached hereto as Exhibit E is a representative sample of true and correct newspaper advertisements that were featured in the following newspapers on February 18, 2007³:

² The Mark is featured at page three (3) of each advertisement.

- *The News Journal*, Wilmington, Delaware
- *The Orlando Sentinel*, Orlando, Florida
- *St. Petersburg Times*, St. Petersburg, Florida
- *The Tampa Tribune*, Tampa Bay, Florida
- *The Baltimore Sun*, Baltimore, Maryland
- *The Star Tribune*, Minneapolis, Minnesota
- *St. Paul Pioneer Press*, St. Paul, Minnesota
- *The St. Louis Post-Dispatch*, St. Louis, Missouri
- *The Philadelphia Inquirer*, Philadelphia, Pennsylvania
- *The Providence Journal*, Providence, Rhode Island
- *The Dallas Morning News*, Dallas, Texas
- *Forth Worth Star-Telegram*, Fort Worth, Texas
- *The Houston Chronicle*, Houston, Texas

11.

At no time since adopting the Mark have Simmons and/or Dreamwell ceased using the Mark. Simmons and/or Dreamwell have never abandoned and have no intention of abandoning the Mark.

³ The Mark is featured at page three (3) of each advertisement.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on this 8th day of April, 2009.

Signature: Tim Oakhill

Print Name: Tim Oakhill

Title: Executive Vice President of Marketing,
Simmons Bedding Company

**DECLARATION OF TIM OAKHILL
IN SUPPORT OF RESPONDENT'S MOTION FOR SUMMARY JUDGMENT**

**CANCELLATION No. 92049676
IN THE MATTER OF REGISTRATION No. 1,542,562**

EXHIBIT A



SF345

30427 W

Paramount® Collection
Monterey Bay™
Ultra Plush Pillow Top

**DECLARATION OF TIM OAKHILL
IN SUPPORT OF RESPONDENT'S MOTION FOR SUMMARY JUDGMENT**

**CANCELLATION No. 92049676
IN THE MATTER OF REGISTRATION No. 1,542,562**

EXHIBIT B

		ACT08	ACT07	ACT06	ACT05	ACT04	TOTAL
Sales		-34,650	971,890	3,433,581	2,249,257	1,409,440	\$ 8,029,518
	Elation	-8,376	359,786	1,529,720	982,422	0	\$ 2,863,551
	Expressions	-9,387	183,532	847,528	350,602	248,130	\$ 1,620,405
	Marquis Villa	-9,367	185,512	1,059,969	928,955	0	\$ 2,165,069
	Milan Manor	0	-1,160	-3,636	-12,722	1,161,310	\$ 1,143,792
	Monterrey Bay	-7,520	244,220	0	0	0	\$ 236,700
Quantity Shipped	Totals	-45	1,129	3,936	2,207	1,954	9,181
	Elation	-11	400	1,616	986	0	2,991
	Expressions	-14	306	1,365	488	352	2,497
	Marquis Villa	-9	180	960	749	0	1,880
	Milan Manor	0	-1	-5	-16	1,602	1,580
	Monterrey Bay	-11	244	0	0	0	233

**DECLARATION OF TIM OAKHILL
IN SUPPORT OF RESPONDENT'S MOTION FOR SUMMARY JUDGMENT**

**CANCELLATION No. 92049676
IN THE MATTER OF REGISTRATION No. 1,542,562**

EXHIBIT C

DAYTON, OH

5106

0%*
Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 beds

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹
Queen Set

SAVE
\$200

Serta
Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹
Twin Set

SAVE
\$200

Full set **\$549⁹⁹**
Queen set **\$599⁹⁹**
King set **\$999⁹⁹**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Serta
Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹
Twin Set

SAVE
\$200

Full set **\$649⁹⁹**
Queen set **\$699⁹⁹**
King set **\$1,099⁹⁹**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

50% Off



Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

\$749⁹⁹
Queen Set

50% OFF
SAVE
\$700

King set **\$1,199⁹⁹**



Exclusively at Mattress Giant

FREE
**Serta Sheep
Giveaway**

For a limited time, receive a plushie
Serta® sheep when you purchase
any Serta Perfect Sleeper® or Serta
Perfect Night® mattress set.
See store for details. exp. 10/17/04



ZZZZZZ

Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) - with each min. \$699.99 set purchase. (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase. (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

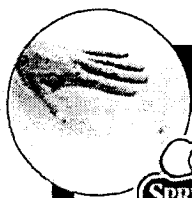
Airsprung
since 1897 beds

Extravagance Pillowtop

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99
\$459⁹⁹
 Full Set
 was \$699.99
\$499⁹⁹
 Queen Set
 was \$999.99
\$799⁹⁹
 King Set



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



Comfort Solutions Heavenly Night

with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



Sleep Fitness Brigitte

with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



Sleep Fitness Annika

with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress



Shop Smart.



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT®

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.



s Giant

Sleep Better:



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER

ComfortFlex

SCULPTURED

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



Beautyrest
World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300



KINGSDOWN
Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300



KINGSDOWN
Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300



Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$2,599.99

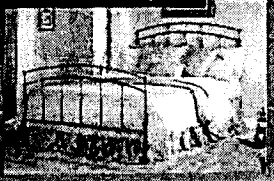
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models



Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models

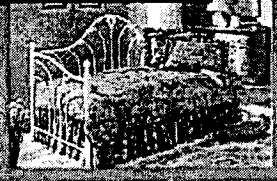


Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore 407-682-0507
Casselberry 407-331-6650
Daytona 386-255-8559
Kissimmee 407-935-1771
Leesburg 352-314-9700
W. Melbourne 321-676-2345
Merritt Island 321-454-4888

Millenia Way 407-345-8881
Ocala 352-854-1113
Ocoee 407-521-9913
Orange City 386-774-6077
E. Orlando 407-895-4905
S. Orlando/W. Sand Lake 407-240-0446
Oviedo 407-971-1082

Sanford Superstore 407-321-6016
Waterford Lakes 407-208-0058
Tampa Area Stores
Brandon 813-662-3755
Carrollwood Commons 813-265-9009
Clearwater 727-726-1836
Lakeland 863-816-2783

Largo 727-584-8690
New Tampa 813-866-5550
Port Richey 727-849-6869
Shops at Citrus Park 813-926-4510
University Collections 813-971-5871
Westshore Commons 813-287-8301

Treasure Coast Area Stores
Vero Beach 772-299-3802
Jensen Beach 772-692-0510
Jupiter 561-748-4288
St. Petersburg Area Stores
St. Petersburg 727-341-2852
Sarasota Area Stores
Sarasota 941-922-5000

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!

ZZZZZZ Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.



OCT 10 2004

5106

0%*
Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 **beds**

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹

Queen Set

**SAVE
\$200**

Serta
Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹

Twin Set

Full set **\$549⁹⁹**

Queen set **\$599⁹⁹**

King set **\$999⁹⁹**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Serta

Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹

Twin Set

Full set **\$649⁹⁹**

Queen set **\$699⁹⁹**

King set **\$1,099⁹⁹**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

50% Off

Simmons

Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

\$749⁹⁹

Queen Set

King set **\$1,199⁹⁹**

**50% OFF
SAVE \$700**



Exclusively at Mattress Giant

FREE
Serta Sheep Giveaway

For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details. exp. 10/17/04



ZZZZZZ

Catch some

Columbus Day Weekend Hours

Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%*

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
(excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

Airprung
since 1807 beds

Extravagance Pillowtop

European design silk & wool
Foam encased for extra edge support

was \$549.99
\$399⁹⁹
Twin Set **Save \$150**

was \$599.99 **\$459⁹⁹**
Full Set
was \$699.99 **\$499⁹⁹**
Queen Set
was \$999.99 **\$799⁹⁹**
King Set



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
King Set **Save \$200**



Comfort Solutions Heavenly Night
with memory foam

was \$1,099.99
\$999⁹⁹
Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
King Set **Save \$100**



Sleep Fitness Brigitte
with memory foam

was \$1,599.99
\$1,299⁹⁹
Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
King Set **Save \$300**



Sleep Fitness Annika
with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
King Set **Save \$500**



Jasmine Breeze

EXCLUSIVE
Now available
100% Natural Latex Luxury

Ends Dec. 17
20% OFF
Queen or King Sets



In Stock and ready
for immediate delivery!

Mattress



Shop Smart. 9



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT®

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta **FIREBLOCKER™**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.

s Giant

Sleep Better.



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER

OPTIC FLEX

IT'S ALL ABOUT THE SLEEP

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300



Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300



Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300



Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$2,599.99

Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models



Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models

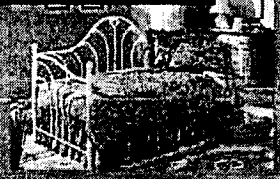


Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

SOUTH FLORIDA

BROWARD AREA STORES

Ft. Lauderdale 954-568-4905
Coral Springs-Margate 954-796-0995
Hallandale/Hollywood 954-961-3995
Hollywood/Dania 954-923-8995
Sawgrass Mills 954-846-1991
Pembroke Pines 954-430-0995
Oakland Park 954-563-7995
West Pines/Silver Lake 954-438-1888
Coconut Creek/Margate 954-975-2085

DADE AREA STORES

Aventura/N. Miami Beach 305-933-1995
Bay Harbor-N. Miami 305-892-0003
Bird Road 305-485-5951
Coral Gables/The Grove 305-442-0991
Cutter Ridge 305-232-6604
Doral 305-594-9300

Dadeland/S. Miami 305-663-9995
Falls 305-251-4995
Hialeah 305-823-6995
Kendall 305-279-2995
N. Dade/Furniture Row 305-623-8444
Sweetwater/W. Flagler 305-262-1995
West Kendall 305-388-8778

OUTLET STORE Save 40-70%
Palmetto/Hialeah 305-556-0663
Clearance Items Only

PALM BEACH AREA STORES

Boca Raton 561-488-7994
Boynton Beach 561-738-6995
East Boca 561-998-0994
Lake Worth 561-963-6566
Mizner Park-Boca 561-392-1444
North Palm Beach PGA/Jupiter 561-627-9333
Royal Palm/Wellington 561-784-8997
West Palm Beach 561-615-0995

TREASURE COAST AREA STORES

Jupiter 561-748-4288
Jensen Beach 772-692-0510
Vero Beach 772-299-3802

FT. MYERS & NAPLES

Ft. Myers 239-418-0081
Naples 239-591-4761

Hablamos Español • We Export

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!



Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.



10/12 23117-23126

0%*

Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 beds

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹

SAVE \$200

Queen Set



Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹

SAVE \$200

Twin Set

Full set **\$549⁹⁹**

Queen set **\$599⁹⁹**

King set **\$999⁹⁹**

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS



Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹

SAVE \$200

Twin Set

Full set **\$649⁹⁹**

Queen set **\$699⁹⁹**

King set **\$1,099⁹⁹**

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

50% Off



Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

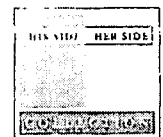
\$749⁹⁹

50% OFF

SAVE \$200

Queen Set

King set **\$1,199⁹⁹**



Exclusively at Mattress Giant

FREE
Serta **Sheep
Giveaway**

For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details. exp. 10/17/04



ZZZZZZ

Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better:



Serta 1515 / Spring 457 / King Koil 165 / Tempo 165 / Kingsdown 216 / Airsprung 332 / Simplicity 218

MASTER: MGIANT I 4 10/10 COLUMBUS

10/12 23117-23126

0%

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

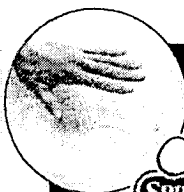
Airsprung
 since 1897 beds

**Extravagance
Pillowtop**

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99
\$459⁹⁹
 Full Set
 was \$699.99
\$499⁹⁹
 Queen Set
 was \$999.99
\$799⁹⁹
 King Set



Space Age Memory Foam & Latex Beds



**Posture
Comfort
Ashworth**

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



**Comfort
Solutions
Heavenly Night**
 with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



**Sleep
Fitness
Brigitte**
 with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



**Sleep
Fitness
Annika**
 with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattres



Shop Smart. S



Perfect Sleeper[®]

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT[®]

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta **FIREBLOCKER[™]**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER[™] treatment.

s Giant

leep Better:



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER
LUMBAR CARE

ComfortFlex

SHOCK RESISTANT

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



Beautyrest
World Class
Rebecca
Firm or Plush



Legends
Extra Plush
Pillowtop



Aurora
Cloud Pillowtop



Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$1,599.99

Save
\$300

Queen Set was \$1,599.99

Save
\$300

Queen Set was \$1,999.99

Save
\$300

Queen Set was \$2,299.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$2,599.99

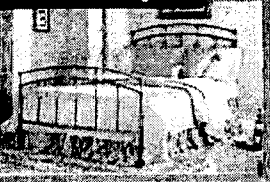
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models



Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models

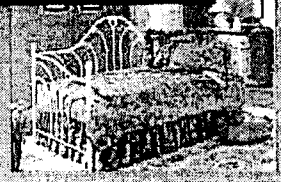


Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore 407-682-0507
Casselberry 407-331-6650
Daytona 386-255-8559
Kissimmee 407-935-1771
Leesburg 352-314-9700
W. Melbourne 321-676-2345
Merritt Island 321-454-4888

Millenia Way 407-345-8881
Ocala 352-854-1113
Ocoee 407-521-9913
Orange City 386-774-6077
E. Orlando 407-895-4905
S. Orlando/W. Sand Lake 407-240-0446
Oviedo 407-971-1082

Sanford Superstore 407-321-6016
Waterford Lakes 407-208-0058
Tampa Area Stores
Brandon 813-662-3755
Carrollwood Commons 813-265-9009
Clearwater 727-726-1836
Lakeland 863-816-2783

Largo 727-584-8690
New Tampa 813-866-5550
Port Richey 727-849-6869
Shops at Citrus Park 813-926-4510
University Collections 813-971-5871
Westshore Commons 813-287-8301

Treasure Coast Area Stores
Vero Beach 772-299-3802
Jensen Beach 772-692-0510
Jupiter 561-748-4288
St. Petersburg Area Stores
St. Petersburg 727-341-2852
Sarasota Area Stores
Sarasota 941-922-5000

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!

11111111 Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!

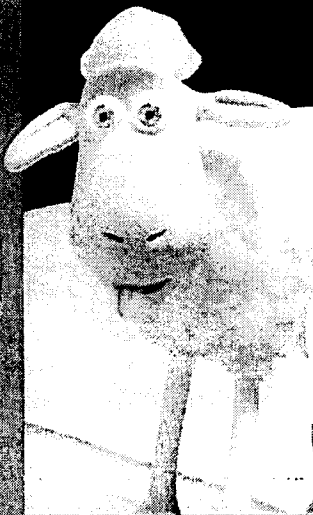


Shop Smart. Sleep Better:



0%*
Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 **beds**

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹

Queen Set

**SAVE
\$200**

Serta
Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹

Twin Set

Full set **\$549⁹⁹**

Queen set **\$599⁹⁹**

King set **\$999⁹⁹**

Serta FIREBLOCKER

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

**SAVE
\$200**

**SAVE
\$200**

**SAVE
\$200**

**SAVE
\$200**

Serta

Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹

Twin Set

Full set **\$649⁹⁹**

Queen set **\$699⁹⁹**

King set **\$1,099⁹⁹**

Serta FIREBLOCKER

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

**SAVE
\$200**

**SAVE
\$200**

**SAVE
\$200**

**SAVE
\$200**

50% Off

Simmons

Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

\$749⁹⁹

Queen Set

King set **\$1,199⁹⁹**

50% OFF

**SAVE
\$200**



Exclusively at Mattress Giant

FREE
Serta Sheep Giveaway

For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details. exp. 10/17/04



ZZZZZZ

Catch some

Columbus Day Weekend Hours

Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow

Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up

**Of your NEW
mattress**

With the purchase of delivery.

FREE Removal

**Of your OLD
mattress**

With the purchase of delivery.

Twins
 as low as
\$89⁹⁹
 each piece

Fulls
 as low as
\$129⁹⁹
 each piece

Queens
 as low as
\$299⁹⁹
 each set

Kings
 as low as
\$499⁹⁹
 each set

Airsprung
 since 1887 beds

**Extravagance
Pillowtop**

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99 **\$459⁹⁹**
 Full Set
 was \$699.99 **\$499⁹⁹**
 Queen Set
 was \$999.99 **\$799⁹⁹**
 King Set



Space Age Memory Foam & Latex Beds



**Posture
Comfort**
 Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



**Comfort
Solutions**
 Heavenly Night
 with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



**Sleep
Fitness**
 Brigitte

with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



**Sleep
Fitness**
 Annika

with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9



Shop Smart.

Mattress



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT®

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

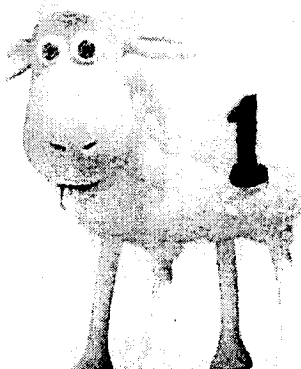
King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.



s Giant

Sleep Better.®



PERFECT NIGHT

Perfect Sleeper®



BACK SUPPORTER

CUTTING EDGE

WATER RESISTANT

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



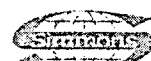
Beautyrest
World Class
Rebecca
Firm or Plush



Legends
Extra Plush
Pillowtop



Aurora
Cloud Pillowtop



Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$1,599.99

Save
\$300

Queen Set was \$1,599.99

Save
\$300

Queen Set was \$1,999.99

Save
\$300

Queen Set was \$2,299.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$2,599.99

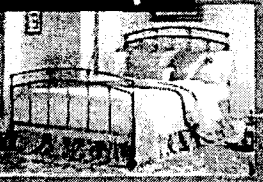
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models

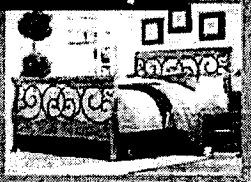


Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models

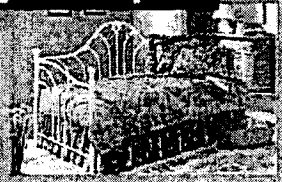


Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore 407-682-0507
Casselberry 407-331-6650
Daytona 386-255-8559
Kissimmee 407-935-1771
Leesburg 352-314-9700
W. Melbourne 321-676-2345
Merritt Island 321-454-4888

Millenia Way 407-345-8881
Ocala 352-854-1113
Ocoee 407-521-9913
Orange City 386-774-6077
E. Orlando 407-895-4905
S. Orlando/W. Sand Lake 407-240-0446
Oviedo 407-971-1082

Sanford Superstore 407-321-6016
Waterford Lakes 407-208-0058
Tampa Area Stores
Brandon 813-662-3755
Carrollwood Commons 813-265-9009
Clearwater 727-726-1836
Lakeland 863-816-2783

Largo 727-584-8690
New Tampa 813-866-5550
Port Richey 727-849-6869
Shops at Citrus Park 813-926-4510
University Collections 813-971-5871
Westshore Commons 813-287-8301

Treasure Coast Area Stores
Vero Beach 772-299-3802
Jensen Beach 772-692-0510
Jupiter 561-748-4288
St. Petersburg Area Stores
St. Petersburg 727-341-2852
Sarasota Area Stores
Sarasota 941-922-5000

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!

ZZZZZZ Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.

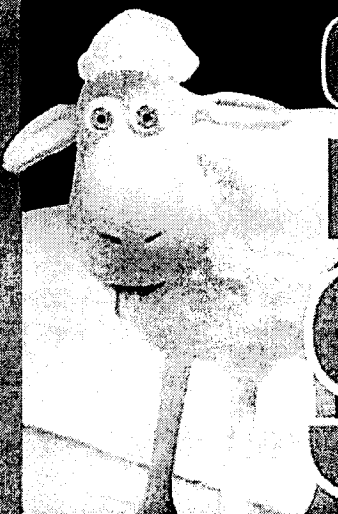


OCT 10 2004

8106 TAMPA, FL 33611

0%*
Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 **beds**

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹ **SAVE \$200**

Queen Set

Serta

Perfect Sleeper

**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹ **SAVE \$200**

Twin Set

Full set **\$549⁹⁹** **SAVE \$200**

Queen set **\$599⁹⁹** **SAVE \$200**

King set **\$999⁹⁹** **SAVE \$200**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Serta

Perfect Sleeper

**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹ **SAVE \$200**

Twin Set

Full set **\$649⁹⁹** **SAVE \$200**

Queen set **\$699⁹⁹** **SAVE \$200**

King set **\$1,099⁹⁹** **SAVE \$200**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

50% Off

Simmons

Beautyrest

**Greenwich
Pillow Top**

was \$1,499.99

\$749⁹⁹ **50% OFF** **SAVE \$200**

Queen Set

King set **\$1,199⁹⁹** **SAVE \$200**

COLLECTORS

HER SIDE HER SIDE

Exclusively at Mattress Giant

FREE

Serta Sheep Giveaway

For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details, exp. 10/17/04



ZZZZZZZZ Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%*

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins
 as low as
\$89⁹⁹
 each piece

Fulls
 as low as
\$129⁹⁹
 each piece

Queens
 as low as
\$299⁹⁹
 each set

Kings
 as low as
\$499⁹⁹
 each set

Airsprung
 since 1887 beds

Extravagance Pillowtop

European design silk & wool
 Foam encased for extra edge support

was \$549.99

\$399⁹⁹
 Twin Set

was \$599.99
 Full Set

\$459⁹⁹

was \$699.99
 Queen Set

\$499⁹⁹

was \$999.99
 King Set

\$799⁹⁹

Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99

\$599⁹⁹
 Queen Set

was \$1,199.99

\$999⁹⁹
 King Set



Comfort Solutions Heavenly Night
 with memory foam

was \$1,099.99

\$999⁹⁹
 Queen Set

was \$1,499.99

\$1,399⁹⁹
 King Set



Sleep Fitness Brigitte
 with memory foam

was \$1,599.99

\$1,299⁹⁹
 Queen Set

was \$1,999.99

\$1,699⁹⁹
 King Set



Sleep Fitness Annika
 with memory foam and latex

was \$2,099.99

\$1,699⁹⁹
 Queen Set

was \$2,699.99

\$2,199⁹⁹
 King Set



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress



Shop Smart. S



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT™

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta **FIREBLOCKER™**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.



s Giant

sleep Better.™



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER

ComfortFlex

PERFECT NIGHT

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



Beautyrest
World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



KINGSDOWN
Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



KINGSDOWN
Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300

King Set was \$2,599.99

Save
\$400



Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

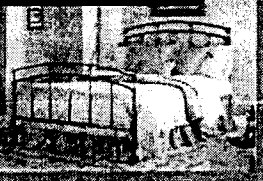
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models



Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models

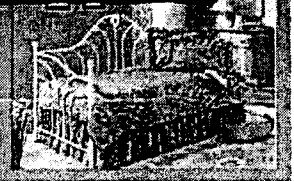


Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore 407-682-0507
Casselberry 407-331-6650
Daytona 386-255-8559
Kissimmee 407-935-1771
Leesburg 352-314-9700
W. Melbourne 321-676-2345
Merritt Island 321-454-4888

Millenia Way 407-345-8881
Ocala 352-854-1113
Ocoee 407-521-9913
Orange City 386-774-6077
E. Orlando 407-895-4905
S. Orlando/W. Sand Lake 407-240-0446
Oviedo 407-971-1082

Sanford Superstore 407-321-6016
Waterford Lakes 407-208-0058
Tampa Area Stores
Brandon 813-662-3755
Carrollwood Commons 813-265-9009
Clearwater 727-726-1836
Lakeland 863-816-2783

Largo 727-584-8690
New Tampa 813-866-5550
Port Richey 727-849-6869
Shops at Citrus Park 813-926-4510
University Collections 813-971-5871
Westshore Commons 813-287-8301

Treasure Coast Area Stores
Vero Beach 772-299-3802
Jensen Beach 772-692-0510
Jupiter 561-748-4288
St. Petersburg Area Stores
St. Petersburg 727-341-2852
Sarasota Area Stores
Sarasota 941-922-5000

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!



Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.



8106

0% Interest

**No Down Payment!
No Monthly Payments!**

Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

50% Off

Airspring
since 1887 *beds*

**Classic Luxury
Pillow Top**
was \$599.99

\$399⁹⁹
Queen Set
SAVE \$200



Perfect Sleeper
**Bainbridge
Pillowsoft**
was \$699.99

\$499⁹⁹
Twin Set
SAVE \$200

Full set **\$549⁹⁹**
Queen set **\$599⁹⁹**
King set **\$999⁹⁹**
SAVE \$200

FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

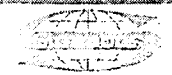


Perfect Sleeper
**Bainbridge
Pillow Top**
was \$799.99

\$599⁹⁹
Twin Set
SAVE \$200

Full set **\$649⁹⁹**
Queen set **\$699⁹⁹**
King set **\$1,099⁹⁹**
SAVE \$200

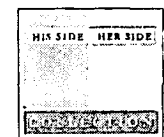
FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS



Beautyrest
**Greenwich
Pillow Top**
was \$1,499.99

\$749⁹⁹
Queen Set
50% OFF
SAVE \$750

King set **\$1,199⁹⁹**



Exclusively at Mattress Giant

FREE
Serta Sheep Giveaway
For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details. exp. 10/17/04

111111 Catch some.

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

Shop Smart. Sleep Better.

0%

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

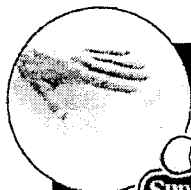
Air sprung
 since 1897 beds

Extravagance Pillowtop

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99 **\$459⁹⁹**
 Full Set
 was \$699.99 **\$499⁹⁹**
 Queen Set
 was \$999.99 **\$799⁹⁹**
 King Set



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



Comfort Solutions Heavenly Night
 with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



Sleep Fitness Brigitte
 with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



Sleep Fitness Annika
 with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress



Fashion Bed Group
 a Sleep & Air company

Shop Smart



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT®

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta **FIREBLOCKER™**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.

as Giant

Sleep Better.®

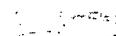


PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER



Super-Turner

Adjustable Beds



Save
\$200

Take \$200 off any

Beautyrest
Adjustable Mattress

Save
\$150

Take \$150 off any

TEMPUR-PEDIC
PRESSURE THERAPY
SWEDISH MATTRESS AND PILLOWS
Adjustable Mattress

Premier Luxury Mattress Sets



Beautyrest
World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300



Kingsdown
Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

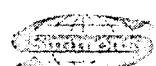
Save
\$300



Kingsdown
Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300



Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$2,599.99

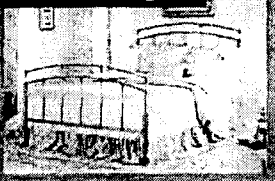
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

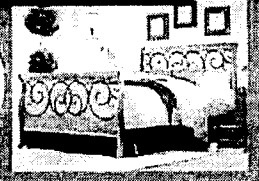
Save
\$50
Choose from
25 Models



Take \$50 off any headboard
priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models



Take \$100 off any headboard & footboard set
priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed
Offer exp. 10/17/04

MARYLAND

Bel Air 410-420-8430
401 Baltimore Pike - Across from Bel Air Pontiac.

Columbia 410-872-9388
6250 Columbia Crossing Dr. - Across from Dick's Sporting Goods.

Golden Ring Shopping Ctr. 410-686-5390
8643 Pulaski Hwy. - Across from Golden Ring Mall.

Pasadena 410-315-7778
8131 Gov. Ritchie Hwy. - In Festival next to Leslie's Pools

Towson 410-296-8858
936 York Rd. 1/4 mile S. of Beltway. Next to McDonald's.

Salisbury Superstore 410-572-8899
2715-A Salisbury Blvd. - In front of Home Depot.

DELAWARE

Wilmington/Concord 302-479-5700
2720 Concord Pike - Rt. 202, Next to Charcoal Pit.

Wilmington/Kirkwood 302-996-5400
4710 Kirkwood Hwy. - Across from Midway Plaza near Kirkwood Dodge

Christiana-Newark 302-454-0256
310 Center Boulevard - Christiana Plaza between Petco & Pier One.

Bear 302-832-6532
1993 Pulaski Hwy. - Across from Fox Run Shopping Center.

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SSP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!



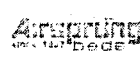
Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.



BOSTON, MA GLOBE

OCT 10 2003

0%*

Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 beds

**Classic Luxury
Pillow Top**

was \$599.99

\$399.99

Queen Set

SAVE \$200

Serta
Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499.99

Twin Set

Full set **\$549.99**

Queen set **\$599.99**

King set **\$999.99**

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Serta
Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599.99

Twin Set

Full set **\$649.99**

Queen set **\$699.99**

King set **\$1,099.99**

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

50% OFF



Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

\$749.99

Queen Set

King set **\$1,199.99**



Exclusively at Mattress Giant

SAVE \$200

SAVE \$200

SAVE \$200

SAVE \$200

FREE
**Serta Sheep
Giveaway**

For a limited time, receive a plushie
Serta® sheep when you purchase
any Serta Perfect Sleeper® or Serta
Perfect Night® mattress set.
See store for details. exp. 10/17/04



ZZZZZZ Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

Airsprung
 since 1897 beds

Extravagance Pillowtop

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99 **\$459⁹⁹**
 Full Set
 was \$699.99 **\$499⁹⁹**
 Queen Set
 was \$999.99 **\$799⁹⁹**
 King Set



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



Comfort Solutions Heavenly Night
 with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



Sleep Fitness Brigitte

with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



Sleep Fitness Annika

with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattres



Fashion Bed Group
 a Sleep & More company

Shop Smart. \$



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT™

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

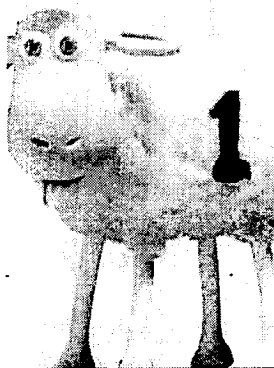
King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.



s Giant

leep Better®



PERFECT NIGHT

Perfect Sleeper®



BACK SUPPORTER
ELEMENT Cares

ComfortFlex®

ELITE SERIES

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



Beautyrest
World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



KINGSDOWN
Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



KINGSDOWN
Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300

King Set was \$2,599.99

Save
\$400



Beautyrest
Paramount Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

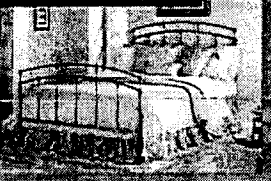
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models

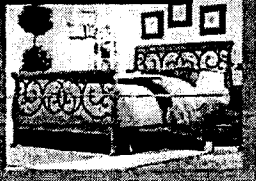


Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models

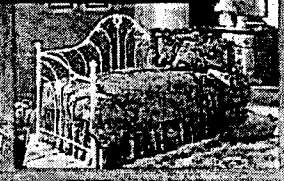


Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

NEW HAMPSHIRE, MAINE, RHODE ISLAND, MASSACHUSETTS

New Hampshire	Portsmouth 603-430-7344	Warwick..... 401-827-5383	Hyannis..... 508-778-4888	Seekonk..... 508-336-5959
Concord 603-224-5025	Rochester ... 603-335-8051	Massachusetts	Lowell..... 978-970-2050	Shrewsbury.... 508-754-9010
Hooksett Crossing 603-647-1023	Salem 603-890-4980	Attleboro..... 508-399-5115	Chestnut Hill..... 617-558-9222	Somerville 617-623-0960
Keene 603-352-4506	Maine	Auburn..... 508-832-0458	North Dartmouth 508-993-0957	Waltham 781-642-7798
Laconia 603-527-1963	S. Portland.. 207-253-1532	Braintree 781-848-5687	Peabody..... 978-531-4324	Weymouth 781-331-3467
W. Lebanon 603-298-8623	Rhode Island	Everett..... 617-387-0580	W. Roxbury/Dedham 617-325-8711	Woburn 781-935-0243
Manchester 603-626-0022	Newport..... 401-846-2853	Framingham 508-628-3838	Saugus 781-231-4700	
Nashua 603-891-2099	Providence .. 401-421-2421			

Get a map to any of our stores at: www.mattressgiant.com *0% Interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!



Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.

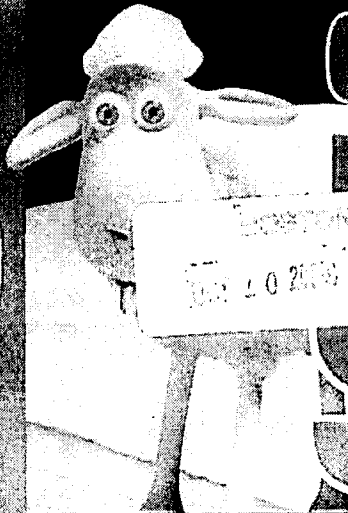


231029-231039

0%*

Interest

No Down Payment!
No Monthly Payments!



Columbus Day
MATTRESS

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 beds

Classic Luxury
Pillow Top

was \$599.99

\$399.99

SAVE \$200

Queen Set

Perfect Sleeper
Bainbridge
Pillowsoft

was \$699.99

\$499.99

SAVE \$200

Twin Set

Full set \$549.99

Queen set \$599.99

King set \$999.99

SAVE \$200

SAVE \$200

SAVE \$200

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Serta

Perfect Sleeper
Bainbridge
Pillow Top

was \$799.99

\$599.99

SAVE \$200

Twin Set

Full set \$649.99

Queen set \$699.99

King set \$1,099.99

SAVE \$200

SAVE \$200

SAVE \$200

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Simmons

Beautyrest
Greenwich
Pillow Top

was \$1,499.99

\$749.99

50% OFF

Queen Set

King set \$1,199.99

SAVE \$200



Exclusively at Mattress Giant

FREE
Serta Sheep
Giveaway

For a limited time, receive a plushie
Serta® sheep when you purchase
any Serta Perfect Sleeper® or Serta
Perfect Night® mattress set.
See store for details. exp. 10/17/04

ZZZZZZZZ

Catch some

Columbus Day Weekend Hours

Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



Airsprung 406 / Kingsdown 220 / Temp 166 / King Koil 166 / Spring Air 490 / Serta 1451 / Fashion Beds

Simmons 220

Sleep Fitness 2

162

161

Com'nt Flex 2

0%

Interest
No Down Payment!
No Monthly Payments!

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

Airsprung
since 1897 **beds**

Extravagance Pillowtop
 European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99
\$459⁹⁹
 Full Set
 was \$699.99
\$499⁹⁹
 Queen Set
 was \$999.99
\$799⁹⁹
 King Set

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth
 Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



Comfort Solutions Heavenly Night
 with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



Sleep Fitness Brigitte
 with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



Sleep Fitness Annika
 with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattres



Shop Smart. \$



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT®

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.

s Giant

sleep Better.



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER
COMFORT CARE

ComfortFlex

ELITE SERIES

MINNEAPOLIS, MN STAR TRIBUNE

0%
Interest

No Down Payment!
No Monthly Payments!

Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 beds

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹

Queen Set

SAVE
\$200

FREE
**Serta Sheep
Giveaway**

For a limited time, receive a plushie
Serta® sheep when you purchase
any Serta Perfect Sleeper® or Serta
Perfect Night® mattress set.
See store for details. exp. 10/17/04

Serta

Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹

Twin Set

Full set **\$549⁹⁹**

Queen set **\$599⁹⁹**

King set **\$999⁹⁹**

Serta **FIREBLOCKER**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

SAVE
\$200

SAVE
\$200

SAVE
\$200

Serta

Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹

Twin Set

Full set **\$649⁹⁹**

Queen set **\$699⁹⁹**

King set **\$1,099⁹⁹**

Serta **FIREBLOCKER**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

SAVE
\$200

SAVE
\$200

SAVE
\$200

50% Off

Beautyrest

Greenwich
Pillow Top

was \$1,499.99

\$749⁹⁹

Queen Set

King set **\$1,199⁹⁹**



Exclusively at Mattress Giant

50%
OFF

SAVE
\$200

ZZZZZZ

Catch some

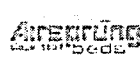
Columbus Day Weekend Hours

Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%

Interest

**No Down Payment!
No Monthly Payments!**

FREE Frame

Standard Model (\$40-70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow

Memory Foam

Std. size - with each min. \$699.99 set purchase.
(excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins
as low as
\$89⁹⁹
each piece

Fulls
as low as
\$129⁹⁹
each piece

Queens
as low as
\$299⁹⁹
each set

Kings
as low as
\$499⁹⁹
each set

Airsprung
since 1887 beds

**Extravagance
Pillowtop**

European design silk & wool
Foam encased for extra edge support

was \$549.99
\$399⁹⁹
Twin Set **Save \$150**

was \$599.99 **\$459⁹⁹**
Full Set
was \$699.99 **\$499⁹⁹**
Queen Set
was \$999.99 **\$799⁹⁹**
King Set



Space Age Memory Foam & Latex Beds



**Posture
Comfort
Ashworth**

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
King Set **Save \$200**



**Comfort
Solutions
Heavenly Night**
with memory foam

was \$1,099.99
\$999⁹⁹
Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
King Set **Save \$100**



**Sleep
Fitness
Brigitte**

with memory foam

was \$1,599.99
\$1,299⁹⁹
Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
King Set **Save \$300**



**Sleep
Fitness
Annika**

with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
King Set **Save \$500**



**In Stock and ready
for immediate delivery!**

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress



Shop Smart.



Perfect Sleeper®

Castle Rock Firm

Queen Set	\$699 ⁹⁹	Save \$300	King Set	\$1,099 ⁹⁹	Save \$300
	was \$999.99			was \$1,399.99	

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set	\$799 ⁹⁹	Save \$300	King Set	\$1,199 ⁹⁹	Save \$300
	was \$1,099.99			was \$1,499.99	

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set	\$899 ⁹⁹	Save \$300	King Set	\$1,299 ⁹⁹	Save \$300
	was \$1,199.99			was \$1,599.99	

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set	\$999 ⁹⁹	Save \$300	King Set	\$1,399 ⁹⁹	Save \$300
	was \$1,299.99			was \$1,699.99	

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT®

Crystal Mountain Pillow Soft

Queen Set	\$1,099 ⁹⁹	Save \$400	King Set	\$1,499 ⁹⁹	Save \$400
	was \$1,499.99			was \$1,899.99	

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set	\$1,199 ⁹⁹	Save \$400	King Set	\$1,599 ⁹⁹	Save \$400
	was \$1,599.99			was \$1,999.99	

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

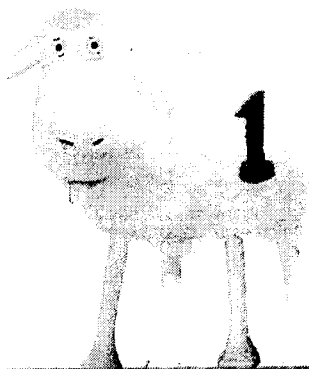
Queen Set	\$1,499 ⁹⁹	Save \$400	King Set	\$1,999 ⁹⁹	Save \$400
	was \$1,899.99			was \$2,399.99	

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.



s Giant

Sleep Better.®



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER

ComfortFlex

ALL-STATE FURNITURE

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



World Class

Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300



Legends

Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300



Aurora

Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300



Paramount Collection

Milan Manor
Pillowtop

Queen Set was \$2,299.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$2,599.99

Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models



Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models



Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

MINNEAPOLIS / ST. PAUL AREA

Apple Valley 952-431-4666
Blaine..... 763-792-4040
Burnsville..... 952-890-2600
Coon Rapids 763-712-4848
Eden Prairie... 952-995-0303

Mankato..... 507-345-6638
Maple Grove 763-416-4660
Maplewood.. 651-770-1800
Minnetonka 952-595-7400
Richfield..... 612-861-1791

Roseville..... 651-697-9372
Southdale..... 952-285-8393
St. Cloud..... 320-259-0005
West St. Paul 651-451-7100
Woodbury..... 651-730-6400

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!



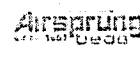
Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.



0%*

Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airspring
since 1897 beds

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹

Queen Set

SAVE
\$200

Serta
Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹

Twin Set

Full set **\$549⁹⁹**

Queen set **\$599⁹⁹**

King set **\$999⁹⁹**

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

SAVE
\$200

SAVE
\$200

SAVE
\$200

Serta

Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹

Twin Set

Full set **\$649⁹⁹**

Queen set **\$699⁹⁹**

King set **\$1,099⁹⁹**

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

SAVE
\$200

SAVE
\$200

SAVE
\$200

50% Off



Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

\$749⁹⁹

Queen Set

King set **\$1,199⁹⁹**

50%
OFF

SAVE
\$700



Exclusively at Mattress Giant

FREE



**Sheep
Giveaway**

For a limited time, receive a plushie
Serta® sheep when you purchase
any Serta Perfect Sleeper® or Serta
Perfect Night® mattress set.
See store for details, exp. 10/17/04



ZZZZZZ Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) - with each min. \$699.99 set purchase. (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase. (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

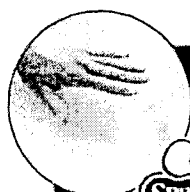
Airspring
since 1937 beds

Extravagance Pillowtop

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99
\$459⁹⁹
 Full Set
 was \$699.99
\$499⁹⁹
 Queen Set
 was \$999.99
\$799⁹⁹
 King Set



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



Comfort Solutions Heavenly Night
 with memory foam

was \$1,099.99
\$899⁹⁹
 Queen Set **Save \$200**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



Sleep Fitness Brigitte
 with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



Sleep Fitness Annika
 with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

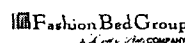
was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattres



Shop Smart.



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT®

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.

s Giant

Sleep Better:



PERFECT NIGHT

Perfect Sleeper®



BACK SUPPORTER

ComfortFlex

Ultimate Comfort

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

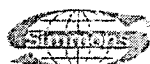
Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



Beautyrest
World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



KINGSDOWN
Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



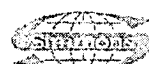
KINGSDOWN
Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300

King Set was \$2,599.99

Save
\$400



Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

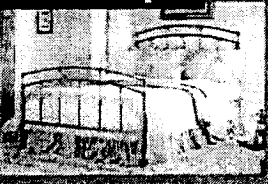
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models



Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models



Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

MINNEAPOLIS / ST. PAUL AREA

Apple Valley 952-431-4666
Blaine..... 763-792-4040
Burnsville..... 952-890-2600
Coon Rapids 763-712-4848
Eden Prairie... 952-995-0303

Mankato..... 507-345-6638
Maple Grove 763-416-4660
Maplewood.. 651-770-1800
Minnetonka 952-595-7400
Richfield..... 612-861-1791

Roseville..... 651-697-9372
Southdale..... 952-285-8393
St. Cloud..... 320-259-0005
West St. Paul 651-451-7100
Woodbury..... 651-730-6400

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04 †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!



Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.



PHILADELPHIA PA INQUIRY

8106

16110

0%*

Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1887 beds

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹

SAVE
\$200

Queen Set

FREE
Serta Sheep Giveaway

For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details. exp. 10/17/04



Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹

SAVE
\$200

Twin Set

Full set **\$549⁹⁹**

Queen set **\$599⁹⁹**

King set **\$999⁹⁹**

SAVE
\$200

SAVE
\$200

SAVE
\$200

Serta **FIREBLOCKER**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS



Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹

SAVE
\$200

Twin Set

Full set **\$649⁹⁹**

Queen set **\$699⁹⁹**

King set **\$1,099⁹⁹**

SAVE
\$200

SAVE
\$200

SAVE
\$200

Serta **FIREBLOCKER**

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

50% Off



Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

\$749⁹⁹

50%
OFF

Queen Set

King set **\$1,199⁹⁹**

SAVE
\$700



Exclusively at Mattress Giant

ZZZZZZ

Catch some

Mattress Giant

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9



Shop Smart. Sleep Better.



0%*

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins
 as low as
\$89⁹⁹
 each piece

Fulls
 as low as
\$129⁹⁹
 each piece

Queens
 as low as
\$299⁹⁹
 each set

Kings
 as low as
\$499⁹⁹
 each set

Airsprung
 since 1897 beds

Extravagance Pillowtop

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99 **\$459⁹⁹**
 Full Set
 was \$699.99 **\$499⁹⁹**
 Queen Set
 was \$999.99 **\$799⁹⁹**
 King Set



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



Comfort Solutions Heavenly Night
 with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



Sleep Fitness Brigitte
 with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



Sleep Fitness Annika
 with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

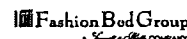
was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress



Shop Smart.!



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$300**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT™

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam



FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.

s Giant

Sleep Better:



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER

ComfortFlex

WELLS FARGO

Adjustable Beds



Save \$200 Take \$200 off any
Beautyrest
Adjustable Mattress

Save \$150 Take \$150 off any
TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS
Adjustable Mattress

Premier Luxury Mattress Sets

Simmons
Beautyrest
World Class
Rebecca
Firm or Plush

KINGSDOWN
Legends
Extra Plush
Pillowtop

KINGSDOWN
Aurora
Cloud Pillowtop

Simmons
Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$1,599.99

Queen Set was \$1,599.99

Queen Set was \$1,999.99

Queen Set was \$2,299.99

Save \$300

Save \$300

Save \$300

Save \$400

King Set was \$1,999.99

King Set was \$1,999.99

King Set was \$2,599.99

King Set was \$2,899.99

Save \$400

Save \$400

Save \$400

Save \$500

Headboard Coupon

Save \$50
Choose from
25 Models

Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save \$100
Choose from
25 Models

Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save \$75
Choose from
6 Models

Take \$75 off any daybed

Offer exp. 10/17/04

DELAWARE VALLEY

Philadelphia County

North East Tower Center 215-537-5007
Center City 215-568-7738
Cottman Plaza 215-725-5038
South Philadelphia 215-271-0808
Franklin Mills 215-637-1817

OUTLET STORE SAVE 40-70%
Roosevelt Plaza 215-537-5566
Clearance Items Only

Delaware & Chester Counties

Newtown Square 610-359-1720
Gateway 610-687-1188
Exton 610-594-0811
Springfield 610-338-0100
Prospect Park 610-532-1680
Bryn Mawr/Ardmore 610-527-8977
Marple Crossroads 610-544-1510

Montgomery & Bucks Counties

Montgomeryville 215-855-2870
Plymouth Meeting 610-832-0200
King Of Prussia 610-265-1800
Willowgrove 215-830-0510
Warminster 215-674-4911
Langhorne 215-750-0694
Bensalem 215-638-1430
Bala Cynwyd 215-878-0337
Neshaminy 215-322-7327

New Jersey • Trenton • Sea Shore

Cherry Hill 856-486-1330
Delran 856-461-1900
Ellisburg Circle 856-616-9414
Marlton 856-596-1104
Turnersville/Sicklerville 856-875-7878
Glendora 856-939-1004
Deptford 856-728-4999
Voorhees 856-783-0071

Lawrenceville 609-912-1100
Maple Shade 856-439-9448
Mays Landing 609-625-3638
Northfield/Tilton Rd 609-641-3444
Mercerville 609-631-0444

Vineland Only 3% Tax! 856-794-1234
Mt. Holly/Lumberton 3% Tax! 609-265-7771

Allentown • Whitehall • Bethlehem
Allentown 610-433-2400

Delaware
Wilmington/Concord 302-479-5700
Wilmington/Kirkwood 302-996-5400
Christiana-Newark 302-454-0256
Bear 302-832-6532

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!

ZZZZZZ Watch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.

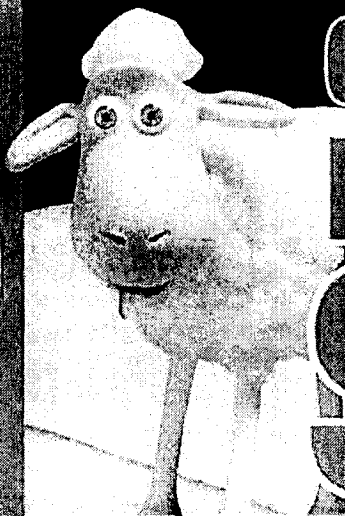


PROVIDENCE, RI 02903

81066 1 0 2001

0%*
Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

Airsprung
since 1897 **beds**

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹
Queen Set

SAVE \$200



Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹
Twin Set

SAVE \$200

Full set **\$549⁹⁹**
Queen set **\$599⁹⁹**
King set **\$999⁹⁹**

SAVE \$200
SAVE \$200
SAVE \$200

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS



Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹
Twin Set

SAVE \$200

Full set **\$649⁹⁹**
Queen set **\$699⁹⁹**
King set **\$1,099⁹⁹**

SAVE \$200
SAVE \$200
SAVE \$200

Serta **FIREBLOCKER**
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

50% Off



Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

\$749⁹⁹
Queen Set

50% OFF

King set **\$1,199⁹⁹**

SAVE \$700



Exclusively at Mattress Giant

FREE
Serta Sheep Giveaway

For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details. exp. 10/17/04



ZZZZZZ Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better.



0%*

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins	Fulls	Queens	Kings
as low as	as low as	as low as	as low as
\$89⁹⁹	\$129⁹⁹	\$299⁹⁹	\$499⁹⁹
each piece	each piece	each set	each set

Airsprung
 Since 1987 beds

Extravagance Pillowtop

European design silk & wool
 Foam encased for extra edge support

was \$549.99
\$399⁹⁹
 Twin Set **Save \$150**

was \$599.99 **\$459⁹⁹**
 Full Set
 was \$699.99 **\$499⁹⁹**
 Queen Set
 was \$999.99 **\$799⁹⁹**
 King Set



Space Age Memory Foam & Latex Beds



Posture Comfort Ashworth

Pillowtop with memory foam

was \$799.99
\$599⁹⁹
 Queen Set **Save \$200**

was \$1,199.99
\$999⁹⁹
 King Set **Save \$200**



Comfort Solutions Heavenly Night
 with memory foam

was \$1,099.99
\$999⁹⁹
 Queen Set **Save \$100**

was \$1,499.99
\$1,399⁹⁹
 King Set **Save \$100**



Sleep Fitness Brigitte
 with memory foam

was \$1,599.99
\$1,299⁹⁹
 Queen Set **Save \$300**

was \$1,999.99
\$1,699⁹⁹
 King Set **Save \$300**



Sleep Fitness Annika
 with memory foam and latex

was \$2,099.99
\$1,699⁹⁹
 Queen Set **Save \$400**

was \$2,699.99
\$2,199⁹⁹
 King Set **Save \$500**



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattres



Shop Smart. S



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300**
was \$999.99

King Set **\$1,099⁹⁹** **Save \$400**
was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300**
was \$1,099.99

King Set **\$1,199⁹⁹** **Save \$300**
was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300**
was \$1,199.99

King Set **\$1,299⁹⁹** **Save \$300**
was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300**
was \$1,299.99

King Set **\$1,399⁹⁹** **Save \$300**
was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT™

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400**
was \$1,499.99

King Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400**
was \$1,599.99

King Set **\$1,599⁹⁹** **Save \$400**
was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400**
was \$1,899.99

King Set **\$1,999⁹⁹** **Save \$400**
was \$2,399.99

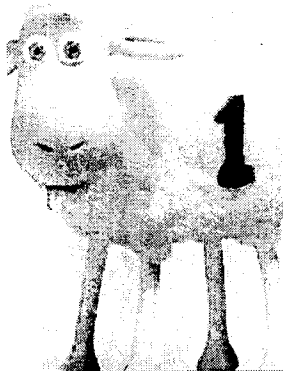
The ultimate sleeping experience! You won't find a more comfortable bed!

Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.



s Giant

leep Better.®



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER

ComfortFlex

TEMP. SENSITIVE

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets



Beautyrest
World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



KINGSDOWN
Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300

King Set was \$1,999.99

Save
\$400



KINGSDOWN
Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300

King Set was \$2,599.99

Save
\$400



Beautyrest
Paramount
Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

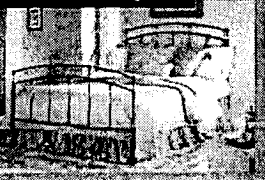
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models



Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models

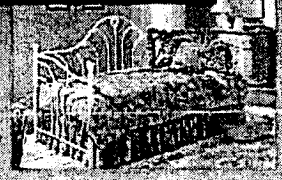


Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

NEW HAMPSHIRE, MAINE, RHODE ISLAND, MASSACHUSETTS

New Hampshire

Concord 603-224-5025
Hooksett Crossing 603-647-1023
Keene 603-352-4506
Laconia 603-527-1963
W. Lebanon 603-298-8623
Manchester 603-626-0022
Nashua 603-891-2099

Portsmouth

603-430-7344
Rochester ... 603-335-8051
Salem 603-890-4980
Maine
S. Portland .. 207-253-1532
Rhode Island
Newport 401-846-2853
Providence . 401-421-2421

Warwick

401-827-5383
Massachusetts
Attleboro 508-399-5115
Auburn 508-832-0458
Braintree 781-848-5687
Everett 617-387-0580
Framingham 508-628-3838

Hyannis

508-778-4888
Lowell 978-970-2050
Chestnut Hill 617-558-9222
North Dartmouth 508-993-0957
Peabody 978-531-4324
W. Roxbury/Dedham 617-325-8711
Saugus 781-231-4700

Seekonk

508-336-5959
Shrewsbury ... 508-754-9010
Somerville 617-623-0960
Waltham 781-642-7798
Weymouth 781-331-3467
Woburn 781-935-0243

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!

ZZZZZZZZ Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better.



8106

HOUSTON, TX CHRONICLE
OCT 10 2004

0% Interest

No Down Payment!
No Monthly Payments!



Columbus Day MATTRESS SALE

Save Up To 50% Off

Sale Ends Soon!

50% Off

AirSprung
since 1897 beds

**Classic Luxury
Pillow Top**

was \$599.99

\$399⁹⁹

Queen Set

SAVE \$200

Serta
Perfect Sleeper
**Bainbridge
Pillowsoft**

was \$699.99

\$499⁹⁹

Twin Set

SAVE \$200

Full set **\$549⁹⁹**

Queen set **\$599⁹⁹**

King set **\$999⁹⁹**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Serta

Perfect Sleeper
**Bainbridge
Pillow Top**

was \$799.99

\$599⁹⁹

Twin Set

SAVE \$200

Full set **\$649⁹⁹**

Queen set **\$699⁹⁹**

King set **\$1,099⁹⁹**

Serta FIREBLOCKER
EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

Simmons

Beautyrest
**Greenwich
Pillow Top**

was \$1,499.99

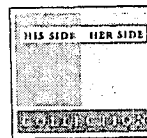
\$749⁹⁹

Queen Set

50% OFF

King set **\$1,199⁹⁹**

SAVE \$700



Exclusively at Mattress Giant

FREE
**Serta Sheep
Giveaway**

For a limited time, receive a plushie Serta® sheep when you purchase any Serta Perfect Sleeper® or Serta Perfect Night® mattress set. See store for details. exp. 10/17/04

ZZZZZZ

Catch some

Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant



Shop Smart. Sleep Better:



8/11/04 = 402 & SETA 540

PG 38

Page 38 10 219 AD 420

0%*

Interest
No Down Payment!
No Monthly Payments!

FREE Frame

Standard Model (\$40-70 value) -
 with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

OR

FREE Pillow Memory Foam

Std. size - with each min. \$699.99 set purchase.
 (excludes Simmons Greenwich Pillowtop and Tempur-Pedic)

FREE Set-Up Of your NEW mattress

With the purchase of delivery.

FREE Removal Of your OLD mattress

With the purchase of delivery.

Twins
 as low as
\$89⁹⁹
 each piece

Fulls
 as low as
\$129⁹⁹
 each piece

Queens
 as low as
\$299⁹⁹
 each set

Kings
 as low as
\$499⁹⁹
 each set

Airsprung
 SINCE 1897 BEDS

**Extravagance
Pillowtop**

European design silk & wool
 Foam encased for extra edge support

was \$549.99

\$399⁹⁹
 Twin Set

Save \$150

was \$599.99

Full Set
Queen Set

was \$459.99

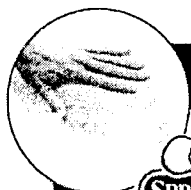
\$499⁹⁹

was \$999.99

King Set

was \$799.99

\$799⁹⁹



Space Age Memory Foam & Latex Beds



**Posture
Comfort
Ashworth**

Pillowtop with memory foam

was \$799.99

\$599⁹⁹
 Queen Set

Save \$200

was \$1,199.99

\$999⁹⁹
 King Set

Save \$200



**Comfort
Solutions
Heavenly Night**
 with memory foam

was \$1,099.99

\$999⁹⁹
 Queen Set

Save \$100

was \$1,499.99

\$1,399⁹⁹
 King Set

Save \$100



**Sleep
Fitness
Brigitte**
 with memory foam

was \$1,599.99

\$1,299⁹⁹
 Queen Set

Save \$300

was \$1,999.99

\$1,699⁹⁹
 King Set

Save \$300



**Sleep
Fitness
Annika**
 with memory foam and latex

was \$2,099.99

\$1,699⁹⁹
 Queen Set

Save \$400

was \$2,699.99

\$2,199⁹⁹
 King Set

Save \$500



In Stock and ready
 for immediate delivery!

Columbus Day Weekend Hours Wed-Fri 10-5 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattres



Shop Smart.!



Perfect Sleeper®

Castle Rock Firm

Queen Set **\$699⁹⁹** **Save \$300** was \$999.99 King Set **\$1,099⁹⁹** **Save \$300** was \$1,399.99

A traditional firm feel with modern technology that eliminates side roll-off!

Castle Rock Eurotop

Queen Set **\$799⁹⁹** **Save \$300** was \$1,099.99 King Set **\$1,199⁹⁹** **Save \$300** was \$1,499.99

Now with convoluted Whisper Foam for the most comfortable night's sleep!

Auburn Falls Pillow Soft

Queen Set **\$899⁹⁹** **Save \$300** was \$1,199.99 King Set **\$1,299⁹⁹** **Save \$300** was \$1,599.99

The perfect combination of comfort, support, and safety, now with anti-microbial fiber!

Auburn Falls Eurotop

Queen Set **\$999⁹⁹** **Save \$300** was \$1,299.99 King Set **\$1,399⁹⁹** **Save \$300** was \$1,699.99

The shining star of Serta's Perfect Sleeper series!



PERFECT NIGHT™

Crystal Mountain Pillow Soft

Queen Set **\$1,099⁹⁹** **Save \$400** was \$1,499.99 King Set **\$1,499⁹⁹** **Save \$400** was \$1,899.99

Includes quilted Luxury Channels for a down-like feel!

Crystal Mountain Eurotop

Queen Set **\$1,199⁹⁹** **Save \$400** was \$1,599.99 King Set **\$1,599⁹⁹** **Save \$400** was \$1,999.99

Relax on Cashmere fibers and super-soft Whisper Foam!

Cascade Springs

Queen Set **\$1,499⁹⁹** **Save \$400** was \$1,899.99 King Set **\$1,999⁹⁹** **Save \$400** was \$2,399.99

The ultimate sleeping experience! You won't find a more comfortable bed!
Visco Foam

Serta FIREBLOCKER™

EXCEEDS FEDERAL & STATE FLAMMABILITY STANDARDS

All Serta mattresses are protected with Serta's new, exclusive FIREBLOCKER™ treatment.

s Giant

Sleep Better:



PERFECT NIGHT

Perfect Sleeper



BACK SUPPORTER

CertiFlex

ELITE FIRM

Adjustable Beds



Save
\$200

Take \$200 off any



Adjustable Mattress

Save
\$150

Take \$150 off any



Adjustable Mattress

Premier Luxury Mattress Sets


Beautyrest
World Class
Rebecca
Firm or Plush

Queen Set was \$1,599.99

Save
\$300


KINGSDOWN
Legends
Extra Plush
Pillowtop

Queen Set was \$1,599.99

Save
\$300


KINGSDOWN
Aurora
Cloud Pillowtop

Queen Set was \$1,999.99

Save
\$300


Beautyrest
Paramount Collection
Milan Manor
Pillowtop

Queen Set was \$2,299.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$1,999.99

Save
\$400

King Set was \$2,599.99

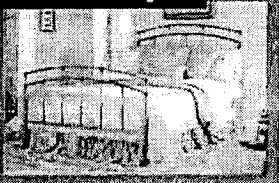
Save
\$400

King Set was \$2,899.99

Save
\$500

Headboard Coupon

Save
\$50
Choose from
25 Models

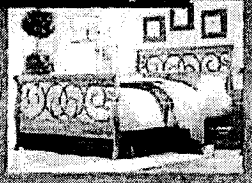


Take \$50 off any headboard

priced \$299.99 or above Offer exp. 10/17/04

Headboard Coupon

Save
\$100
Choose from
25 Models



Take \$100 off any headboard & footboard set

priced \$399.99 or above Offer exp. 10/17/04

Daybed Coupon

Save
\$75
Choose from
6 Models



Take \$75 off any daybed

Offer exp. 10/17/04

HOUSTON AREA

Houston-290/Northwest ... 713-957-3499
Houston-Champion Forest 281-587-1083
Houston-Copperfield 281-855-9367
Houston-Cypress Station 281-631-9040
Houston-I-10 Uvalde 713-451-4222
Houston-Rice Village 713-521-1838
Houston-Sharpstown 713-789-3783
Houston-West Oaks Superstore 281-293-9077

Houston-West Loop Superstore 713-355-1800
Houston-Westheimer/Voss 713-974-1853
Beaumont 409-896-2932
Clear Lake-Nasa Road 1 METRO 281-332-9449
Conroe 936-441-4288
Humble-Deerbrook 281-548-3414
Mason-Katy 281-693-2300
Memorial City 713-461-7788

Missouri City 281-403-1133
Pasadena 281-487-1751
Pearland 713-436-5321
Spring 281-288-2016
Stafford-The Fountains 281-277-9191
Sugarland-Hwy 59 281-313-0400
Tomball 281-251-7977
Woodlands METRO 281-367-1186

Get a map to any of our stores at: www.mattressgiant.com *0% interest for 12 months no down payment, no monthly payments, finance offer is valid for mattress sets with a minimum \$999.99 purchase price. The no interest option means there is no interest if your purchase is paid in full within 12 months after the date of delivery of purchase; otherwise, interest accrues from date of delivery of purchase at the regular APR for purchases. All items delivered on the same date are considered part of the same purchase for this purpose. The regular APR is 21.90% as of July 1, 2004. The APR may vary. Six months same as cash on any purchase. Finance offers expire 10/17/04. All finance offers subject to credit approval. See store for details. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free offers do not apply to Simmons Greenwich Pillowtop, Tempur-Pedic, or to outlets or clearance merchandise. Illustrations for display only, see store for actual models. Offer expires 10/17/04. †We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP. ©2004 Mattress Giant Corp.

110% Price Guarantee
or it's FREE!



Columbus Day Weekend Hours
Wed-Fri 10-9 • Sat 9-9 • Sun 11-7 • Mon 9-9

Mattress Giant

We Deliver!



Shop Smart. Sleep Better:



**DECLARATION OF TIM OAKHILL
IN SUPPORT OF RESPONDENT'S MOTION FOR SUMMARY JUDGMENT**

**CANCELLATION No. 92049676
IN THE MATTER OF REGISTRATION No. 1,542,562**

EXHIBIT D

2106

DEC 23 2006

11:00 AM - 10:00 PM

12/28/06

New Year's Sale

Special Holiday Hours
Sat 10-8 • Sun 11-6
Mon 9-8 New Year's Day

Twin
Mattresses Starting at
\$89⁹⁹
Reg. \$119.99

Full
Pillowtop Mattresses
Starting at
\$219⁹⁹
Full Set \$359.98

Queen
Pillowtop Mattresses
Starting at
\$269⁹⁹
Queen Set \$429.99

King
Set Starting at
\$499⁹⁹
Reg. \$649.99

50% Off

0% Interest Until 2009

Min. Purch. Req. See back for details.



Back Supporter Cushion Firm

\$99 \$500.99 Twin Set



\$649.99 Full Set
was \$849.99
\$699.99 Queen Set
was \$899.99
\$999.99 King Set
was \$1,599.99

Save \$300

Firm on one side.

Select the comfort that's right for you!

Soft on the other.

SPRING AIR
EST. 1931
Good Housekeeping
FURNITURE
FURNITURE

**Back Supporter
Luxury Plush**

\$599.99

Twin Set **Save \$200**
was \$799.99

Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,599.99

SPRING AIR
EST. 1931
Good Housekeeping
FURNITURE
FURNITURE

**Back Supporter
Euro Top**

\$699.99

Twin Set **Save \$200**
was \$899.99

Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Beautyrest
FELICITY
SLEEPERS

His Side/Her Side

\$699.99

Queen Set **Save \$699.99**
was \$1,399.98

King Set was \$1,799.98

Beautyrest
SERENITY
MEMORY FOAM

World Class Firm

\$849.99

Twin Set **Save \$850**
was \$1,699.99

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Beautyrest
SERENITY
MEMORY FOAM

World Class Plush

\$849.99

Twin Set **Save \$850**
was \$1,699.99

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Beautyrest
SERENITY
MEMORY FOAM

His Side/Her Side

\$999.99

Queen Set **Save \$999.99**
was \$1,999.98

King Set was \$2,499.98

Save \$300

Save \$300

50% Off

50% Off

50% Off

50% Off

All savings off everyday low prices. Free gifts do not apply to similar products. See in store.

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

**Mattresses and pillows
in stock and ready for immediate delivery!**

7 Mattress Giant 7

SPRING AIR, SERTA, TEMPUR-PEDIC, AIRMAT, TEMPUR-PEDIC



SPA-1044 4013 18044 MATTRESS R4 10/08 SLEEP 659901 659913 MATTRESS R4 10/08 MUMINSTR1

0% Interest Until 2009





Free Frame OR Free Pillow Memory Foam Free Set-Up Free Removal

Standard Model (S40-S70 value) - with each min. \$699.99 set purchase. (excludes Simmons Felicity & Serenity)
 (\$39.99 value) with each \$699.99 set purchase. (excludes Simmons Felicity & Serenity)
 Of your NEW mattress With the purchase of delivery.
 Of your OLD mattress With the purchase of delivery.

Great Values On All Of These Great Mattress Sets!

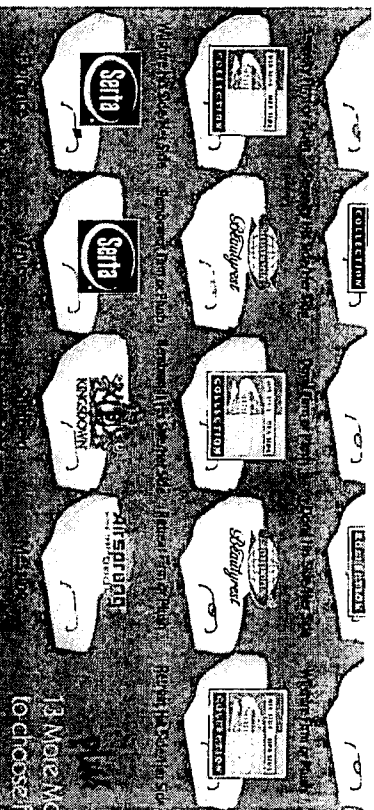
 Bordeaux Pillow Soft \$399⁹⁹ Twin Set was \$599.99 \$449 ⁹⁹ Full Set was \$649.99 \$499 ⁹⁹ Queen Set was \$699.99 \$799 ⁹⁹ King Set was \$999.99 Save \$200 <small>off reg. price king set</small>	 Felicity Plush or Firm \$599⁹⁹ Twin Set was \$1,099.99 \$649 ⁹⁹ Full Set was \$1,199.99 \$699 ⁹⁹ Queen Set was \$1,299.99 \$899 ⁹⁹ King Set was \$1,699.99 Save \$800 <small>off reg. price king set</small>	 Back Supporter Admiralty \$799⁹⁹ Twin Set was \$1,099.99 \$849 ⁹⁹ Full Set was \$1,199.99 \$899 ⁹⁹ Queen Set was \$1,299.99 \$1,099 ⁹⁹ King Set was \$1,699.99 Save \$400 <small>off reg. price king set</small>	 Back Supporter St. Albans Euro Top \$899⁹⁹ Twin Set was \$1,199.99 \$949 ⁹⁹ Full Set was \$1,299.99 \$999 ⁹⁹ Queen Set was \$1,399.99 \$1,399 ⁹⁹ King Set was \$1,799.99 Save \$400 <small>off reg. price king set</small>	 Back Supporter Comfort Carass Sedona Euro Top \$1,099⁹⁹ Full Set was \$1,599.99 \$1,199 ⁹⁹ Queen Set was \$1,599.99 \$1,699 ⁹⁹ King Set was \$2,199.99 Save \$600 <small>off reg. price king set</small>	 Back Supporter Comfort Carass Highland Park Box Pillowtop \$1,299⁹⁹ Full Set was \$1,799.99 \$1,399 ⁹⁹ Queen Set was \$1,799.99 \$1,899 ⁹⁹ King Set was \$2,399.99 Save \$600 <small>off reg. price king set</small>
---	---	---	---	---	---

Fine Luxury Mattress Sets At Giant Savings!

 Back Supporter Comfort Carass Bal Harbor Box Pillowtop \$1,399⁹⁹ Full Set was \$1,899.99 \$1,499 ⁹⁹ Queen Set was \$1,999.99 \$1,999 ⁹⁹ King Set was \$2,599.99 Save \$600 <small>off reg. price king set</small>	 Paramount Collection World Class Expressions Super Pillowtop \$1,799⁹⁹ Full Set was \$2,899.99 \$1,899 ⁹⁹ Queen Set was \$2,399.99 \$2,399 ⁹⁹ King Set was \$3,699.99 Save \$1,300 <small>off reg. price king set</small>	 Paramount Collection World Class Elation Super Pillowtop \$2,199⁹⁹ Queen Set was \$3,999.99 \$2,699 ⁹⁹ King Set was \$3,999.99 Save \$1,300 <small>off reg. price king set</small>	 Paramount Collection World Class Exceptional Marquis Villa Summit Pillowtop \$2,499⁹⁹ Queen Set was \$3,999.99 \$2,999 ⁹⁹ King Set was \$4,799.99 Save \$1,800 <small>off reg. price king set</small>
--	--	---	--

Adjustable Bed Headquarters

Twin Extra Long Starting At **\$1,000⁹⁹**



New angles for relaxation.

An adjustable bed might be just what you need to relieve lower back pain, improve circulation or alleviate reflux at night.

In stock and ready for immediate delivery!

The ClassicBed by Tempur-Pedic® is adjustable in 13 more models to choose from!
The DeluxeBed by Tempur-Pedic® is adjustable in 13 more models to choose from!
The CelebrityBed by Tempur-Pedic®

ask about
The OriginalBed by Tempur-Pedic™ - Adjustable Friendly
The RhapsodyBed by Tempur-Pedic™
Tempur-Pedic® Adjustable Bed Base



TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Tempur-Pedic® pillows
now available in all stores.

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore.....	407-682-0507	GRAND OPENING!	Palm Bay.....	321-726-6670	GRAND OPENING!	Tampa Area Stores	St. Petersburg Area Stores
Casberry.....	407-331-6650		Ocala.....	352-854-1113		Brandon.....	St. Petersburg.....
Daytona.....	386-255-8559		Orange City (Saxon Blvd).....	386-774-9115		Clearwater.....	727-341-2852
GRAND OPENING!			E. Orlando.....	407-895-4905		Lakeland.....	Treasure Coast Area Stores
Kissimmee (Oxceda Pkwy).....	407-932-3490		Sanford Superstore.....	407-321-6016		Port Richey.....	Vero Beach.....
Leesburg.....	352-314-9700		Waterford Lakes.....	407-208-0058		South Tampa.....	727-299-3802
W. Melbourne.....	321-676-2345						772-692-0510
Merritt Island.....	321-454-4888						561-748-4288
Millenia Way.....	407-345-8881						Sarasota Area Stores
							Sarasota.....
							Bradenton.....

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.90%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Flexity & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 1/8/07. We accept major credit cards. *We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMARS/58P in-store merchandise only ©2006 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted
Special New Year's Hours
Sat 10-8 • Sun 11-6 • Mon 9-8
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon-Fri. 10-9

Mattress Giant

Shop Smart. Sleep Better.



988-1045 3244-809 40105 180 35 659914- 659980 MATTEIAUTD-08mm INSTRB

8106 ALBANY, FL. TRIBUNE

DEC 2 & 3 2008

New Year's Sale

Special Holiday Hours

Sat 10-8 • Sun 11-6

Mon 9-8 New Year's Day

Mattress Giant

Twin

Mattresses Starting at

\$ **89⁹⁹**

Reg.
\$119.99

Full

Pillowtop Mattresses

Starting at

\$ **219⁹⁹**

Full Set
\$359.98

Queen

Pillowtop Mattresses

Starting at

\$ **269⁹⁹**

Queen Set
\$429.99

King

Set Starting at

\$ **499⁹⁹**

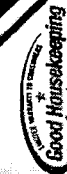
Reg.
\$649.99

0%
Interest
Until
2009

Min. Purch. Req. See back for details.



SPRING
AIR



Back Supporter Cushion Firm

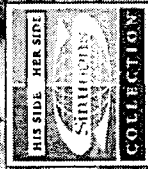
\$ **599⁹⁹** Twin Set
\$ **799⁹⁹** King Set

679

\$649⁹⁹ Full Set
was \$849.99
\$699⁹⁹ Queen Set
was \$899.99
\$999⁹⁹ King Set
was \$1,299.99

Twin Mattress was \$689.99

Save up to \$300



Firm on one side.

Select the comfort that's right for you!

Firm on one side.		Soft on the other.	
Back Supporter Euro Top 	Back Supporter Luxury Plush 	World Class Firm 	World Class Plush
\$599⁹⁹ Twin Set was \$799.99 Full Set was \$849.99 Queen Set was \$899.99 King Set was \$1,099.99	\$699⁹⁹ Twin Set was \$899.99 Full Set was \$949.99 Queen Set was \$999.99 King Set was \$1,399.99	\$849⁹⁹ Twin Set was \$1,699.99 Full Set was \$1,799.99 Queen Set was \$1,899.99 King Set was \$2,399.99	\$999⁹⁹ Queen Set was \$1,999.98 King Set was \$2,499.98
Save \$300 <small>off MSRP price King Set</small>		Save \$300 <small>off MSRP price King Set</small>	
50% Off		50% Off	

All savings off everyday low prices. Free gifts do not apply to Simmons Beautyrest Serenity.

Mattresses and pillows in stock and ready for immediate delivery!

TEMPUR-PEDIC
PRESSURE RELIEVING SWEDISH MATTRESSES AND PILLOWS

Tempur-Pedic Z Mattress Giant

Shop Smart. Sleep Better.

0% Interest Until 2009

Free Frame OR Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) - with each min. \$699.99 set purchase. (excludes Simmons Felicity & Serenity)

Memory Foam (\$39.99 value) with each \$699.99 set purchase. (excludes Simmons Felicity & Serenity)

Of your NEW mattress With the purchase of delivery.

Of your OLD mattress With the purchase of delivery.

Great Values On All Of These Great Mattress Sets!

Salta
Bordeaux Pillow Soft

\$399⁹⁹
Twin Set was \$599.99

Full Set was \$649.99
Queen Set was \$699.99
King Set was \$799.99

Save \$200
off reg. price King Set

Beautyrest
Felicity Plush or Firm

\$599⁹⁹
Twin Set was \$1,099.99

Full Set was \$1,199.99
Queen Set was \$1,399.99
King Set was \$1,699.99

Save \$800
off reg. price King Set

Spring Air
Back Supporter Admiralty

\$799⁹⁹
Twin Set was \$1,099.99

Full Set was \$1,199.99
Queen Set was \$1,399.99
King Set was \$1,699.99

Save \$400
off reg. price King Set

Spring Air
Back Supporter St. Albans Euro Top

\$899⁹⁹
Twin Set was \$1,199.99

Full Set was \$1,299.99
Queen Set was \$1,399.99
King Set was \$1,799.99

Save \$400
off reg. price King Set

Spring Air
Back Supporter Comfort Caress Sedona Euro Top

\$1,099⁹⁹
Full Set was \$1,599.99

Queen Set was \$1,599.99
King Set was \$2,199.99

Save \$600
off reg. price King Set

Spring Air
Back Supporter Comfort Caress Highland Park Box Pillowtop

\$1,299⁹⁹
Full Set was \$1,799.99

Queen Set was \$1,799.99
King Set was \$2,399.99

Save \$600
off reg. price King Set

Fine Luxury Mattress Sets At Giant Savings!

Spring Air
Back Supporter Comfort Caress Bal Harbor Box Pillowtop

\$1,399⁹⁹
Full Set was \$1,899.99

Queen Set was \$1,999.99
King Set was \$2,599.99

Save \$600
off reg. price King Set

Beautyrest
Paramount Collection World Class Expressions Super Pillowtop

\$1,799⁹⁹
Full Set was \$2,899.99

Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300
off reg. price King Set

Beautyrest
Paramount Collection World Class Elation Super Pillowtop

\$2,199⁹⁹
Queen Set was \$3,299.99

King Set was \$3,999.99

Save \$1,300
off reg. price King Set

Beautyrest
Paramount Collection World Class Exceptionale Latex Marquis Villa Summit Pillowtop

\$2,499⁹⁹
Queen Set was \$3,999.99

King Set was \$4,799.99

Save \$1,800
off reg. price King Set

Adjustable Bed Headquarters



\$000⁹⁹
Twin Extra Long Slating-AI

All savings off everyday low prices

+ TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

*Tempur-Pedic® pillows
now available in all stores.*

New angles for relaxation.

An adjustable bed might be just what you need to relieve lower back pain, improve circulation or alleviate reflux at night.

13 More Models to choose from!

In stock and ready for immediate delivery!

The ClassicBed by Tempur-Pedic™ - Adjustable Extra Firmly
The DeluxeBed by Tempur-Pedic™ - Adjustable Extra Firmly
The CelebrityBed by Tempur-Pedic™ - Adjustable Extra Firmly

ask about

The OriginalBed by Tempur-Pedic™ - Adjustable Firmly
The RhapsodyBed by Tempur-Pedic™
Tempur-Pedic® Adjustable Bed Base

includes base & mattress!

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

GRAND OPENING!	
Palm Bay	321-726-6670
Ocala	352-854-1113
Orange City (Saxon Blvd.)	407-521-9913
E. Orlando	386-774-9115
Oviedo	407-895-4905
Sanford Superstore	407-971-1082
Waterford Lakes	407-321-6016
Altamonte Superstore	407-682-0507
Casselberry	407-331-6650
Daytona	386-255-8559
GRAND OPENING!	
Eustis	352-483-8350
Kissimmee (Osceola Pkwy.)	407-932-3490
Leesburg	352-314-9700
W. Melbourne	321-676-2345
Merritt Island	321-454-4888
Millenia Way	407-345-8881

GRAND OPENING!

Riverview 813-672-4700

GRAND OPENING!

Wesley Chapel 813-929-6220

GRAND OPENING!

The Villages 352-350-2150

Winter Haven 863-401-8345

Viera Market Center 321-433-0725

Tampa Area Stores

Brandon 813-662-3755

Carrollwood Commons 813-265-9009

Clearwater 727-726-1836

Lakeland 863-816-2783

Largo 727-584-8690

New Tampa 813-866-5550

Port Richey 727-849-6869

Shops at Citrus Park 813-926-4510

South Tampa 813-877-6020

St. Petersburg Area Stores

St. Petersburg 727-341-2852

Treasure Coast Area Stores

Vero Beach 772-299-3802

Jensen Beach 772-692-0510

Jupiter 561-748-4288

Sarasota Area Stores

Sarasota 941-922-5000

Bradenton 941-727-8604

110% Price Guarantee or it's FREE!†

We Deliver!

Major Credit Cards Accepted

Special New Year's Hours

Sat 10-8 • Sun 11-6 • Mon 9-8

Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon. Fri. 10-9

Shop Smart. Sleep Better.

AirSpring
ONLY BEST BEDS

Seila

SPRING

TEMPUR-PEDIC

Mattress Giant

New Year's Sale

Special Holiday Hours
Sat 10-8 • Sun 11-6
Mon 9-8 New Year's Day

Mattress Giant

Twin

Mattresses Starting at

\$89⁹⁹
Reg. \$119.99

Full

Pillowtop Mattresses
Starting at

\$219⁹⁹
Full Set \$359.98

Queen

Pillowtop Mattresses
Starting at

\$269⁹⁹
Queen Set \$429.99

King

Set Starting at

\$499⁹⁹
Reg. \$649.99

0%*
Interest
Until
2009

Min. Purch. Req. See back for details.



Back Supporter Cushion Firm

\$599⁹⁹ Twin Set
Reg. \$799.99

67C

\$649.99 Full Set
was \$849.99
\$699.99 Queen Set
was \$899.99
\$999.99 King Set
was \$1,299.99

Twin Mattress was \$699.99

Save up to \$300

Firm on one side.

Select the comfort that's right for you!

Soft on the other.



Back Supporter
Luxury Plush

\$599.99

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99

Save \$300
off reg. price King Set

Back Supporter
Euro Top

\$699.99

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$300
off reg. price King Set



Felicity
His Side/Her Side

\$699.99

Queen Set was \$1,399.98
King Set was \$1,799.98

50% Off



Serenity
World Class Firm

\$849.99

Twin Set was \$1,699.99
Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

50% Off



Serenity
World Class Plush

\$849.99

Twin Set was \$1,699.99
Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

50% Off



Serenity
World Class
His Side/Her Side

\$999.99

Queen Set was \$1,999.98
King Set was \$2,499.98

50% Off

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for immediate delivery!

Tempur-Pedic
Mattress Giant



Shop Smart. Sleep Better.



All savings off everyday low prices. Free gifts do not apply to Simplicity Felicity & Serenity.

	Min.	Purch.	Req.
1. General Services Administration	\$100,000	\$100,000	\$100,000
2. Department of Defense	\$100,000	\$100,000	\$100,000
3. Department of Justice	\$100,000	\$100,000	\$100,000
4. Department of Education	\$100,000	\$100,000	\$100,000
5. Department of Health and Human Services	\$100,000	\$100,000	\$100,000
6. Department of Agriculture	\$100,000	\$100,000	\$100,000
7. Environmental Protection Agency	\$100,000	\$100,000	\$100,000
8. Federal Reserve Bank	\$100,000	\$100,000	\$100,000
9. National Aeronautics and Space Administration	\$100,000	\$100,000	\$100,000
10. Social Security Administration	\$100,000	\$100,000	\$100,000
11. United States Postal Service	\$100,000	\$100,000	\$100,000
12. Veterans Affairs	\$100,000	\$100,000	\$100,000
13. Other Federal Agencies	\$100,000	\$100,000	\$100,000
Total	\$1,000,000	\$1,000,000	\$1,000,000

Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Felicity & Serenity)

Memory Foam

With the purchase of delivery.

Of your Old mattress

With the purchase of delivery.

UR-PEDIC
UR-PEDIC is a registered trademark of the University of Richmond.

12/28/06

New Year's Sale

Special Holiday Hours
Sat 10-8 • Sun 11-6
Mon 9-8 New Year's Day

Twin
Mattresses Starting at
\$89⁹⁹
Reg. \$119.99

Full
Pillowtop Mattresses
Starting at
\$219⁹⁹
Full Set \$359.98

Queen
Pillowtop Mattresses
Starting at
\$269⁹⁹
Queen Set \$429.99

King
Set Starting at
\$499⁹⁹
Reg. \$649.99

Mattress Giant

50% Off

0% Interest Until 2009

Min. Purch. Req. See back for details.



Good Housekeeping
Back Supporter Cushion Firm
\$799⁹⁹ \$599⁹⁹ Twin Set
Reg. \$799.99

SALE ENDS JAN 10 11:59PM 01/10/07



\$649.99 Full Set
was \$849.99
\$699.99 Queen Set
was \$899.99
\$999.99 King Set
was \$1,299.99

Save up to \$300

Firm on one side.

Soft on the other.

Select the comfort that's right for you!

SPRING AIR
BEST BUY
Good Housekeeping
Back Supporter
Luxury Plush

\$599.99
Twin Set **Save \$200**
was \$799.99
\$649.99 Full Set
was \$849.99
\$699.99 Queen Set
was \$899.99
\$999.99 King Set
was \$1,299.99

Save \$300
off reg. price King Set

SPRING AIR
BEST BUY
Good Housekeeping
Back Supporter
Euro Top

\$699.99
Twin Set **Save \$200**
was \$899.99
\$749.99 Full Set
was \$949.99
\$799.99 Queen Set
was \$999.99
\$1,099.99 King Set
was \$1,399.99

Save \$300
off reg. price King Set

SIMPLICITY
Beautyrest
Felicity
His Side/Her Side

\$699.99
Queen Set **Save \$699.99**
was \$1,399.98

50% Off

SIMPLICITY
Beautyrest
Serenity
World Class Firm
MEMORY FOAM

\$849.99
Twin Set **Save \$850**
was \$1,699.99
\$899.99 Full Set
was \$1,799.99
\$949.99 Queen Set
was \$1,899.99
\$1,199.99 King Set
was \$2,399.99

50% Off

SIMPLICITY
Beautyrest
Serenity
World Class Plush
MEMORY FOAM

\$849.99
Twin Set **Save \$850**
was \$1,699.99
\$899.99 Full Set
was \$1,799.99
\$949.99 Queen Set
was \$1,899.99
\$1,199.99 King Set
was \$2,399.99

50% Off

SIMPLICITY
Beautyrest
Serenity
World Class
His Side/Her Side
MEMORY FOAM

\$999.99
Queen Set **Save \$999.99**
was \$1,999.98
\$1,249.99 King Set
was \$2,499.98

50% Off

+TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

**Mattresses and pillows
in stock and ready for immediate delivery!**

7 Mattress Giant 7



Shop Smart. Sleep Better.

AirSpring
LATERAL BEDS

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

0% Interest Until 2009

Free Frame or Free Pillow Memory Foam Free Set-Up Free Removal

Standard Model (\$40-\$70 value) - with each min. \$699.99 set purchase. (excludes Simmons Felicity & Serenity)

(\$399 value) with each \$699.99 set purchase. (excludes Simmons Felicity & Serenity)

Of your NEW mattress With the purchase of delivery.

Of your OLD mattress With the purchase of delivery.

Great Values On All Of These Great Mattress Sets!

Serta
Bordeaux
Pillow Soft

\$399⁹⁹
Twin Set was \$599.99

\$449⁹⁹ Full Set was \$649.99
\$499⁹⁹ Queen Set was \$699.99
\$799⁹⁹ King Set was \$999.99

Save \$200
off reg. price King Set

Good Housekeeping
Felicity
Plush or Firm

\$599⁹⁹
Twin Set was \$1,099.99

\$649⁹⁹ Full Set was \$1,199.99
\$699⁹⁹ Queen Set was \$1,299.99
\$899⁹⁹ King Set was \$1,699.99

Save \$800
off reg. price King Set

Good Housekeeping
Back Supporter
Admiralty

\$799⁹⁹
Twin Set was \$1,099.99

\$849⁹⁹ Full Set was \$1,199.99
\$899⁹⁹ Queen Set was \$1,299.99
\$1,299⁹⁹ King Set was \$1,699.99

Save \$400
off reg. price King Set

Good Housekeeping
Back Supporter
St. Albans Euro Top

\$899⁹⁹
Twin Set was \$1,199.99

\$949⁹⁹ Full Set was \$1,299.99
\$999⁹⁹ Queen Set was \$1,399.99
\$1,399⁹⁹ King Set was \$1,799.99

Save \$400
off reg. price King Set

Good Housekeeping
Back Supporter
Comfort Carress
Sedona Euro Top

\$1,099⁹⁹
Full Set was \$1,599.99

\$1,199⁹⁹ Queen Set was \$1,599.99
\$1,599⁹⁹ King Set was \$2,199.99

Save \$600
off reg. price King Set

Good Housekeeping
Back Supporter
Comfort Carress
Highland Park Box Pillowtop

\$1,299⁹⁹
Full Set was \$1,799.99

\$1,399⁹⁹ Queen Set was \$1,799.99
\$1,799⁹⁹ King Set was \$2,299.99

Save \$600
off reg. price King Set

Fine Luxury Mattress Sets At Giant Savings!

Spring Air
Back Supporter
Comfort Carress
Bal Harbor Box Pillowtop

\$1,399⁹⁹
Full Set was \$1,899.99

\$1,499⁹⁹ Queen Set was \$1,999.99
\$1,999⁹⁹ King Set was \$2,599.99

Save \$600
off reg. price King Set

Good Housekeeping
Paramount Collection
World Class Expressions
Super Pillowtop

\$1,799⁹⁹
Full Set was \$2,899.99

\$1,899⁹⁹ Queen Set was \$2,999.99
\$2,399⁹⁹ King Set was \$3,699.99

Save \$1,300
off reg. price King Set

Good Housekeeping
Paramount Collection
World Class Elation
Super Pillowtop

\$2,199⁹⁹
Queen Set was \$3,999.99

\$2,699⁹⁹ King Set was \$4,999.99

Save \$1,300
off reg. price King Set

Good Housekeeping
Paramount Collection
World Class Exceptionale
Marquis Villa
Summit Pillowtop

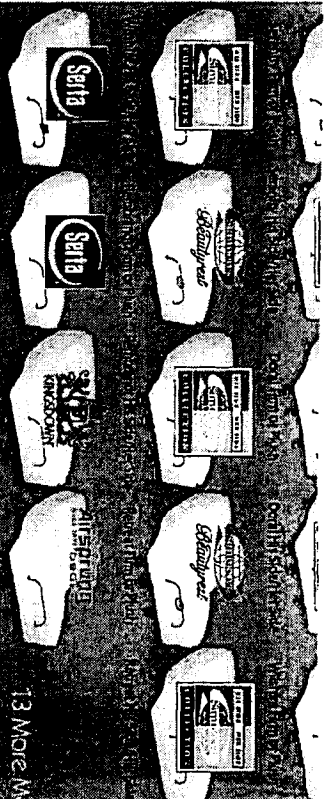
\$2,499⁹⁹
Queen Set was \$3,999.99

\$2,999⁹⁹ King Set was \$4,799.99

Save \$1,800
off reg. price King Set

Adjustable Bed Headquarters

Twin Extra Long Starting At \$1000⁹⁹



13 More Models
to choose from!

New angles for relaxation.

An adjustable bed might be just what you need to relieve lower back pain, improve circulation or alleviate reflux at night.

In stock and ready for immediate delivery!

The GlassBed by Tempur-Pedic™ - Adjustable friendly
The DeluxeBed by Tempur-Pedic™ - Adjustable friendly
The CelebrityBed by Tempur-Pedic™

ask about:

The OriginalBed by Tempur-Pedic™ - Adjustable friendly
The RhapsodyBed by Tempur-Pedic™
Tempur-Pedic® Adjustable Bed Base

includes base & mattress!

TEMPUR-PEDIC

PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

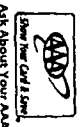


Tempur-Pedic® pillows
now available in all stores.



DALLAS / FT. WORTH METROPLEX

GRAND OPENING!	
Addison-Prestonwood Cir. 972-716-2085	Dallas-Knox/Henderson 214-559-6101
Arlington metro 817-784-1114	Denton Crossing 940-320-5428
Burleson 817-426-5910	Duncanville 214-457-7667
Cedar Hill 972-291-9158	Farmers Branch 972-247-4772
Dallas-Central Expwy. 214-750-6288	Flower Mound 972-359-5155
Dallas-Ft. Worth 972-490-8444	Ft. Worth-Hulen 817-763-5551
Frisco 972-377-2446	Ft. Worth-Montgomery 817-348-9771
	Ft. Worth-Ridgmar 817-377-2446
	Frisco 972-668-7270
GRAND OPENING!	
Frisco - Shops at Preston Ridge 214-387-6060	Garland - Firewheel 972-496-1800
	Grand Prairie 972-264-1252
	Grapevine metro 817-481-6179
	Hurst 817-285-8556
	Irving-MacArthur Blvd. 972-373-0769
	Irving-W Airport Fwy. 972-258-0760
	Lewisville 972-315-7525
	McKinney 972-562-0707
	Mesquite 972-681-6353
	N. Richland Hills metro 817-498-7868
	Plano-Collin Creek 469-241-1664
	W. Plano-Park 972-772-3969
	Rockwall 972-772-3969
	Sherman 903-813-0724
	Watauga 817-656-1210
	Waxahatchie 972-937-8863



GET A MATTRESS GIANT CREDIT CARD! WWW.MATTRESSGIANT.COM Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.90%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Flexity & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 1/8/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's FREE! Must be current local competitor's ad or verified price quote not below cost or MMA/SPR in-store merchandise only. ©2006 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special New Year's Hours
Sat 10-8 • Sun 11-6 • Mon 9-8
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant



**DECLARATION OF TIM OAKHILL
IN SUPPORT OF RESPONDENT'S MOTION FOR SUMMARY JUDGMENT**

**CANCELLATION No. 92049676
IN THE MATTER OF REGISTRATION No. 1,542,562**

EXHIBIT E

0%* Interest Until 2009

Min. Purch. Req. See Back for details

Twin

Mattresses Starting at

\$**89⁹⁹**

Reg. \$119.99

Full

Mattresses Starting at

\$**159⁹⁹**

Reg. \$179.99

Queen

Pillowtop Set Starting at

\$**399⁹⁹**

Reg. \$429.99

King

Set Starting at

\$**549⁹⁹**

Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off

Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



Beautyrest
Luxury Plush

399⁹⁹
Twin Mattress
was \$819.99
Save \$420

50% Off

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Beautyrest
Mystic
His Side/Her Side

599⁹⁹
Queen Set was \$1,199.98
Save \$599⁹⁹

50% Off

King Set was \$1,599.98
King Set was \$2,399.99
Save \$799⁹⁹

Beautyrest
World Class
Plush

899⁹⁹
Full Set was \$1,799.99
Save \$900

50% Off

Queen Set was \$1,899.99
King Set was \$2,399.99

Beautyrest
Firm

399⁹⁹
Twin Mattress was \$819.99
Save \$420

50% Off

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Beautyrest
World Class
Firm

899⁹⁹
Full Set was \$1,799.99
Save \$900

50% Off

Queen Set was \$1,899.99
King Set was \$2,399.99

Beautyrest
World Class
His Side/Her Side

999⁹⁹
Queen Set was \$1,999.98
Save \$999⁹⁹

50% Off

King Set was \$2,499.99
King Set was \$2,499.99
Save \$1,249⁹⁹

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Bally
Introducing
Posturepedic

7 Mattress Giant 7

60137 13040 HATT-074 MATT-018 SHOP 684980-

Shop Smart. Sleep Better.

AIRSPRING
1937 BEDS

TEMPUR-PEDIC
1937 BEDS

0% Interest Until 2009



Back Supporter Charilly Plush

\$549⁹⁹

Twin Set was \$799.99
 Full Set was \$849.99
 Queen Set was \$899.99
 King Set was \$1,899.99

Save \$300
 off reg. price King Set



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
 Full Set was \$949.99
 Queen Set was \$999.99
 King Set was \$1,399.99

Save \$400
 off reg. price King Set

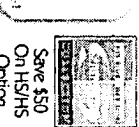


Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
 Full Set was \$1,199.99
 Queen Set was \$1,299.99
 King Set was \$1,699.99

Save \$500
 off reg. price King Set



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$600
 off reg. price King Set

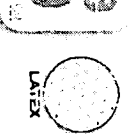


Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$500
 off reg. price King Set



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
 Queen Set was \$2,199.99
 King Set was \$2,799.99

Save \$1,000
 off reg. price King Set

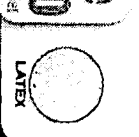


Expressions World Class
 Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
 Queen Set was \$2,999.99
 King Set was \$3,699.99

Save \$1,300
 off reg. price King Set



Elation World Class Exceptional
 Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,299.99
 King Set was \$3,999.99

Save \$1,200
 off reg. price King Set

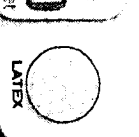


Marquis Villa World Class Exceptional
 Paramount Collection Summit Pillowtop

\$2,699⁹⁹

Queen Set was \$3,999.99
 King Set was \$4,799.99

Save \$1,400
 off reg. price King Set



24 Models Available for Adjustable Bases!



reflexion[®]



Bellison

Ultra Plush

Twin Set \$2,499.99
 Full Set \$2,599.99
 Queen Set \$2,699.99
 King Set \$3,299.99

Collamore

Plush Euro Top

Twin Set \$3,099.99
 Full Set \$3,199.99
 Queen Set \$3,299.99
 King Set \$3,999.99

Warender

Ultra Plush Pillowtop

Twin Set \$3,599.99
 Full Set \$3,699.99
 Queen Set \$3,799.99
 King Set \$4,499.99

In stock and ready for immediate delivery!

The Celebrity Bed by Tempur-Pedic™ - Adjustable Friendly

The Rhapsody Bed by Tempur-Pedic™ - Adjustable Friendly

The Deluxe Bed by Tempur-Pedic™ - Adjustable Friendly

The Classic Bed by Tempur-Pedic™ - Adjustable Friendly

TEMPUR-PEDIC
 PRESSURE-RELIEVING
 SWEDISH MATTRESSES AND PILLOWS





Tempur-Pedic® pillows
now available in all stores.



ask about
The Original Bed by Tempur-Pedic™ - Adjustable Firmly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

Reflexion™ Sealy Posturepedic®

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at **Mattress Giant**.

Free Frame OR Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) - with each min. \$699.99 set purchase (excludes Simmons Mystic & Serenity)
Memory Foam (\$39.99 value) with each \$699.99 set purchase (excludes Simmons Mystic & Serenity)
Of your NEW mattress With the purchase of delivery.
Of your OLD mattress With the purchase of delivery.

MARYLAND

Bel Air 410-420-8430
401 Baltimore Pike - In the same building as Decker's Liquors.
Columbia..... 410-872-9388
6250 Columbia Crossing Dr. - Across from Dick's Sporting Goods.
Golden Ring Shopping Ctr. 410-686-5390
8643 Pulaski Hwy. - Next to U-Haul.
GRAND OPENING!
Glen Burnie 410-766-5880
2715-A Salisbury Blvd. - In front of Home Depot.

Pasadena 410-315-7778
8131 Oak Richey Hwy. - In festival next to Leslie's Books
Timonium 410-308-2637
2080 York Rd. Corner of Timonium & York (Near B&B Fresh)
Towson 410-296-8858
936 York Rd. 1/4 mile S. of Beltway. Next to McDonald's.
Salisbury Superstore 410-572-8899

DELAWARE

Wilmington/Concord 302-479-5700
2720 Concord Pike - Rt. 202, Next to the Charcoal Pit.
Wilmington/Kirkwood 302-996-5400
4710 Kirkwood Hwy. - Across from Midway Plaza near Kirkwood Dodge
Dover 302-734-7735
283-E North DuPont Hwy. - South of K-Mart.

Christiana-Newark 302-454-0256
310 Center Boulevard - Christiana Plaza between Petco & Pier One.
Bear 302-832-6532
1993 Pulaski Hwy. - Across from Fox Run Shopping Center.

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.90%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 2/28/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted
Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant®



Shop Smart. Sleep Better.

800-1100 MD-160 Sealy-480 7680 91007

Handwritten: ~~2/18/09~~ / \$1000 2/18/09

0%* Interest Until 2009

Appl. Purch. Req. See back for details

Twin		Full		Queen		King	
Mattresses Starting at		Mattresses Starting at		Pillowtop Set Starting at		Set Starting at	
\$89 ⁹⁹		\$159 ⁹⁹		\$399 ⁹⁹		\$549 ⁹⁹	
Reg. \$119.99		Reg. \$179.99		Reg. \$429.99		Reg. \$649.99	

Mattress Giant

Presidents' Day Sleep Sale

50% off



Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9

Simmons Beautyrest

Luxury Plush

\$399
Twin Mattress
was \$819.99
Save \$420

Twin Set \$499.99
Full Set \$524.99
Queen Set \$599.99
King Set \$799.99
was \$1,049.99
was \$1,099.99
was \$1,499.99

50% Off
Twin & Full Sets

Simmons Beautyrest

Mystic

\$599
Queen Set
was \$1,199.98
Save \$599

His Side/Her Side

King Set \$799.99
was \$1,599.98
Save \$799

50% Off

Simmons Beautyrest

World Class Plush

\$899
Full Set
was \$1,799.99
Save \$900

Queen Set \$949.99
King Set \$1,199.99
was \$1,899.99
was \$2,399.99

50% Off

Simmons Beautyrest

Firm

\$399
Twin Mattress
was \$819.99
Save \$420

Twin Set \$499.99
Full Set \$524.99
Queen Set \$599.99
King Set \$799.99
was \$1,049.99
was \$1,099.99
was \$1,499.99

50% Off
Twin & Full Sets

Simmons Beautyrest

World Class Firm

\$899
Full Set
was \$1,799.99
Save \$900

Queen Set \$949.99
King Set \$1,199.99
was \$1,899.99
was \$2,399.99

50% Off

Simmons Beautyrest

World Class His Side/Her Side

\$999
Queen Set
was \$1,999.98
Save \$999

King Set \$1,249.99
was \$2,499.98
Save \$1,249

50% Off

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Sealy

Mattresses and pillows
in stock and ready for
immediate delivery!

Sealy Posturepedic

Introducing

7 Mattress Giant 7

Shop Smart. Sleep Better. **Airprung** **TEMPUR-PEDIC**

CN 37854-87899

0% Interest Until 2009

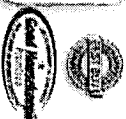


Back Supporter Chantilly Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,899.99

Save \$300



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600



Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$500



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000



Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300



Elston World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,999.99
King Set was \$3,999.99

Save \$1,200

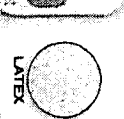


Marquis Villa World Class Exceptional Paramount Collection Summit Pillowtop

\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

Save \$1,400



24 Models Available for Adjustable Bases!



REFLEXION™



Belison Ultra Plush

Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Collamore Plush Euro Top

Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Warrender Ultra Plush Pillowtop

Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99



TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic™ - Adjustable Friendly
The RhapsodyBed by Tempur-Pedic™ - Adjustable Friendly
The DeluxeBed by Tempur-Pedic™ - Adjustable Friendly
The ClassicBed by Tempur-Pedic™ - Adjustable Friendly



Tempur-Pedic® pillows
now available in all stores



ask about
The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding

Reflexion



Posturepedic®

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... **only at Mattress Giant.**

Free Frame OR **Free Pillow**
Memory Foam
 Standard Model (\$40-570 value) -
 with each *min.* \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)
 (\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Free Set-Up
 Of your **NEW** mattress
 With the purchase of delivery.

Free Removal
 Of your **OLD** mattress
 With the purchase of delivery.

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore	407-682-0507
Casselberry	407-331-6650
Closed Race Day (2/18) - Open Mon 9-9	
Daytona	386-255-8559
Mt. Dora	352-483-8350
Kissimmee (Osceola Pkwy.)	407-932-3490
Leesburg	352-314-9700
W. Melbourne	321-676-2345
Merritt Island	321-454-8488
Millenia Way	407-345-8881

Scheduled To Open	
Leesburg-Conway	352-315-1708
Pinehills Park	772-541-9765
Port Charlotte	941-624-4569
Palm Bay	321-726-6670
Ocala	352-854-1113
Ocoee	407-521-9913
Orange City (Saxon Blvd.)	386-774-9131
E. Orlando	407-895-4905
Orlando	407-971-1082

GRAND OPENING!	813-672-4700
Riverview	
GRAND OPENING!	
Wesley Chapel	813-929-6220
Sanford Superstore	407-321-6016
The Villages	352-350-2150
Winter Haven	863-401-8345
Viera Market Center	321-433-0725
Waterford Lakes	407-208-0058

Tampa Area Stores

Brandon	813-662-3755
Carrollwood Commons	813-265-9009
Clearwater	727-276-1836
Lakeland	863-816-2783
Largo	727-574-8690
New Tampa	813-866-5550
Port Richey	727-849-6889
Shops at Citrus Park	813-926-4515
South Tampa	813-877-6020

St. Petersburg Area Stores
St. Petersburg 727-341-2852

Treasure Coast Area Stores
Vero Beach 772-299-3802
Jensen Beach 772-692-0510
Jupiter 561-748-4288

Sarasota Area Stores
Sarasota 941-922-5000
Bradenton 941-727-8604

Get a Mattress Giant Credit Card! Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.99%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and Misfits. Myself & Sincerely, Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAR/SRP. In-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver:

Major Credit Cards Accepted

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant

Shop Smart. Sleep Better.



REG 1.5 ADULT

side

NO CREDIT CARD

0% Interest Until 2009

Min. Purchase Req'd. See Dealer for Details

Twin	Full	Queen	King
Mattresses Starting at	Mattresses Starting at	Pillowtop Set Starting at	Set Starting at
\$89 ⁹⁹	\$159 ⁹⁹	\$399 ⁹⁹	\$549 ⁹⁹
Reg. \$119.99	Reg. \$179.99	Reg. \$499.99	Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off

Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



Simmons Beautyrest
Luxury Plush

\$399⁹⁹
Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99
\$524⁹⁹ Full Set
was \$1,049.99
\$599⁹⁹ Queen Set
was \$1,099.99
\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

Simmons Beautyrest
Firm

\$399⁹⁹
Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99
\$524⁹⁹ Full Set
was \$1,049.99
\$599⁹⁹ Queen Set
was \$1,099.99
\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

Simmons Beautyrest
Mystic
His Side/Her Side

\$599⁹⁹
Queen Set
was \$1,199.98
Save \$599⁹⁹

\$799⁹⁹ King Set
was \$1,599.98
Save \$799⁹⁹

50% Off

Simmons Beautyrest
World Class
Firm

\$899⁹⁹
Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99
\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

Simmons Beautyrest
World Class
Plush

\$899⁹⁹
Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99
\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

Simmons Beautyrest
World Class
His Side/Her Side

\$999⁹⁹
Queen Set
was \$1,999.98
Save \$999⁹⁹

\$1,249⁹⁹ King Set
was \$2,499.98
Save \$1,249⁹⁹

50% Off

All savings off everyday/low prices. Free gifts do not apply to Simmons Mystic & Serenity.

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Sealy Posturepedic

Introducing

7 Mattress Giant 7



0% Interest Until 2009



Back Supporter Chantilly Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99

Save \$300

off reg price King Set



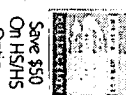
Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400

off reg price King Set



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500

off reg price King Set



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600

off reg price King Set



Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$500

off reg price King Set



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000

off reg price King Set



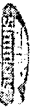
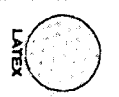
Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300

off reg price King Set



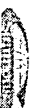
Edison World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,299.99
King Set was \$3,999.99

Save \$1,200

off reg price King Set



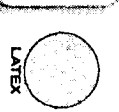
Marquis Villa World Class Exceptional Paramount Collection Summit Pillowtop

\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

Save \$1,400

off reg price King Set



24



Models Available for Adjustable Bases!



RELAXION™



New Luxury Models from Sealy

Belison Ultra Plush

Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Collamore Plush Euro Top

Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Warender Ultra Plush Pillowtop

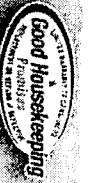
Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99

+ TEMPUR-PEDIC™
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The Celebrity Bed by Tempur-Pedic™
The Rhapsody Bed by Tempur-Pedic™
The Deluxe Bed by Tempur-Pedic™
The Classic Bed by Tempur-Pedic™



Tempur-Pedic® pillows
now available in all stores.



ask about
The OriginalBed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

reflexion™ naturally reflecting the human form Sealy Posturepedic®

Come to our showroom and try out the new Sealy Reflexion latex and special Sealy Posturepedic mattresses
... only at Mattress Giant.

Free Frame or Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Memory Foam
(\$39.99 value with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.

Of your OLD mattress
With the purchase of delivery.

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore	407-682-0507
Casselberry	407-331-6650
Closed Race Day (2/18) - Open Mon 9-9	
Daytona	386-255-8559
Mt. Dora	352-483-8350
Kissimmee (Osceola Pkwy)	407-932-3490
Leesburg	352-314-9700
W. Melbourne	321-676-2345
Merritt Island	321-454-4888
Millenia Way	407-345-8881

Scheduled To Open	
Leesburg-Conway	352-315-1708
Pinellas Park	727-541-9765
Port Charlotte	941-624-4549
Palm Bay	321-726-6670
Ocala	352-854-1113
Ocoee	407-521-9913
Orange City (Saxon Blvd)	386-774-9115
E. Orlando	407-895-4905
Oviedo	407-971-1082

GRAND OPENING!	
Riverview	813-672-4700
GRAND OPENING!	
Wesley Chapel	813-929-6220
Saintford Superstore	407-321-6016
The Villages	352-350-2150
Winter Haven	863-401-8345
Viera Market Center	321-433-0725
Waterford Lakes	407-208-0058

Tampa Area Stores	
Brandon	813-662-3755
Clearwater Commons	813-265-9009
Clearwater	727-726-1836
Lakeland	863-816-2783
Largo	727-584-8690
New Tampa	813-866-5550
Port Richey	727-849-6869
Shops at Citrus Park	813-926-4510
South Tampa	813-877-6020
St. Petersburg Area Stores	
St. Petersburg	727-341-2852
Treasure Coast Area Stores	
Vero Beach	772-799-3802
Jensen Beach	772-692-0510
Jupiter	561-748-4288
Sarasota Area Stores	
Sarasota	941-922-5000
Bradenton	941-727-8604

*Min purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.99%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only see store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMA/SPR in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant



Shop Smart. Sleep Better.



8106 FEB 18 2007

TAMPA, FL TRIBUNE

0%* Interest Until 2009

Min. Purch. Req. See back for details.



Twin Mattresses Starting at	Full Mattresses Starting at	Queen Pillowtop Set Starting at	King Set Starting at
\$89⁹⁹ Reg. \$119.99	\$159⁹⁹ Reg. \$179.99	\$399⁹⁹ Reg. \$429.99	\$549⁹⁹ Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% off

Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



Beautyrest

Luxury Plush

\$399⁹⁹

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Save \$420

50% Off

Twin & Full Sets



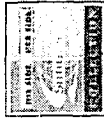
Beautyrest

Mystic
His Side/Her Side

\$599⁹⁹

Queen Set was \$1,199.98
King Set was \$1,599.98

Save \$599⁹⁹



50% Off



Beautyrest

World Class
Plush

\$899⁹⁹

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Save \$900



50% Off



Beautyrest

Firm

\$399⁹⁹

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Save \$420

50% Off

Twin & Full Sets



Beautyrest

World Class
Firm

\$899⁹⁹

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Save \$900



50% Off



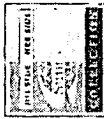
Beautyrest

World Class
His Side/Her Side

\$999⁹⁹

Queen Set was \$1,999.98
King Set was \$2,499.98

Save \$999⁹⁹



50% Off

All savings off everyday low prices. Free gifts do not apply to Simmons Mystic & Serenity.



PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Introducing



Posturepedic

Tempur-Pedic



0% Interest Until 2009

Min. Purch. Req.

SPRING AIR
Back Supporter Chantilly Plush
\$549⁹⁹
Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99
Save \$300
off reg. price king set

Beautyrest
Doral Pillowtop Plush or Firm
\$599⁹⁹
Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99
Save \$400
off reg. price king set

Beautyrest
Felicity Plush or Firm
\$699⁹⁹
Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99
Save \$500
off reg. price king set

Beautyrest
Super Pillowtop Plush or Firm
\$799⁹⁹
Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99
Save \$600
off reg. price king set

Beautyrest
Crown Collection Pillowtop
\$899⁹⁹
Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99
Save \$500
off reg. price king set

Beautyrest
World Class Pillowtop Plush or Firm
\$1,299⁹⁹
Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99
Save \$1,000
off reg. price king set

Beautyrest
Expressions World Class
Paramount Collection Super Pillowtop
\$1,799⁹⁹
Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99
Save \$1,300
off reg. price king set

Beautyrest
Elation World Class Exceptionale
Paramount Collection Summit Pillowtop
\$2,199⁹⁹
Queen Set was \$3,299.99
King Set was \$3,999.99
Save \$1,200
off reg. price king set

Beautyrest
Marquis Villa World Class Exceptionale
Paramount Collection Summit Pillowtop
\$2,699⁹⁹
Queen Set was \$3,999.99
King Set was \$4,799.99
Save \$1,400
off reg. price king set

Sealy
Bellson Ultra Plush
Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Beautyrest
Collamore Plush Euro Top
Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Beautyrest
Warrender Ultra Plush Pillowtop
Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99

+ TEMPUR-PEDIC[®]

PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic™ - Adjustable Friendly
The RhapsodyBed by Tempur-Pedic™ - Adjustable Friendly
The DeluxeBed by Tempur-Pedic™ - Adjustable Friendly
The ClassicBed by Tempur-Pedic™ - Adjustable Friendly

All savings off everyday low prices



Tempur-Pedic® pillows
now available in all stores.



ask about

The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as

Sealy's exclusive retailer

for their premium line of Sealy Reflexion Latex Bedding.

reflexion
naturally reflexing the bottom form



Posturepedic

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at Mattress Giant.

Free Frame OR Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.

Of your OLD mattress
With the purchase of delivery.

CENTRAL FLORIDA, TAMPA, ST. PETERSBURG, SARASOTA

Altamonte Superstore 407-682-0507
Casselberry 407-331-6650
Closed Race Day (2/18) - Open Mon 9-9
Daytona 386-255-8559
Mt. Dora 352-483-8350
Kissimmee (Osceola Pkwy) 407-932-3490
Leesburg 352-314-9700
W. Melbourne 321-676-2345
Merritt Island 321-454-4888
Millenia Way 407-345-8881

Scheduled To Open
Leesburg-Conway 352-315-1708
Pinellas Park 727-541-9765
Port Charlotte 941-624-4549
Palm Bay 321-726-6670
Ocala 352-854-1113
Ocoee 407-521-9913
Orange City (Saxon Blvd.) 386-774-9115
E. Orlando 407-895-4905
Oviedo 407-971-1082

GRAND OPENING!
Riverview 813-672-4700
GRAND OPENING!
Wesley Chapel 813-929-6220
Sanford Superstore 407-321-6016
The Villages 352-350-2150
Winter Haven 863-401-8345
Viera Market Center 321-433-0725
Waterford Lakes 407-208-0058

St. Petersburg Area Stores
St. Petersburg 727-341-2852
Treasure Coast Area Stores
Vero Beach 772-299-3802
Jensen Beach 772-692-0510
Jupiter 561-748-4288
Sarasota Area Stores
Sarasota 941-922-5000
Bradenton 941-727-8604

*Min purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.90% effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. †We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMWP/SRP in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!†

We Deliver!

Major Credit Cards Accepted

Special Presidents' Day Hours

Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant



2/18/07

0%* Interest Until 2009

Min. Purchase Req. See us for details.

Twin

Mattresses Starting at

\$89⁹⁹

Reg. \$119.99

Full

Mattresses Starting at

\$159⁹⁹

Reg. \$179.99

**Queen
Pillowtop Set**

Starting at

\$399⁹⁹

Reg. \$499.99

King

Set Starting at

\$549⁹⁹

Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off



Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9

STIMMONS

Beautyrest

Luxury Plush

\$399⁹⁹

Twin Mattress
was \$819.99

\$499⁹⁹ Twin Set
was \$999.99

\$524.99 Full Set
was \$1,049.99

\$599⁹⁹ Queen Set
was \$1,099.99

\$799⁹⁹ King Set
was \$1,499.99

Save \$420

50% Off
Twin & Full Sets

STIMMONS

Beautyrest

Mystic

\$599⁹⁹

Queen Set
was \$1,199.98

\$799⁹⁹ King Set
was \$1,599.98

Save \$599⁹⁹

50% Off

STIMMONS

Beautyrest

World Class Plush

\$899⁹⁹

Full Set
was \$1,799.99

\$949⁹⁹ Queen Set
was \$1,899.99

\$1,199⁹⁹ King Set
was \$2,399.99

Save \$900

50% Off

STIMMONS

Beautyrest

Firm

\$399⁹⁹

Twin Mattress
was \$819.99

\$499⁹⁹ Twin Set
was \$999.99

\$524.99 Full Set
was \$1,049.99

\$599⁹⁹ Queen Set
was \$1,099.99

\$799⁹⁹ King Set
was \$1,499.99

Save \$420

50% Off
Twin & Full Sets

STIMMONS

Beautyrest

World Class Firm

\$899⁹⁹

Full Set
was \$1,799.99

\$949⁹⁹ Queen Set
was \$1,899.99

\$1,199⁹⁹ King Set
was \$2,399.99

Save \$900

50% Off

STIMMONS

Beautyrest

World Class His Side/Her Side

\$999⁹⁹

Queen Set
was \$1,999.98

\$1,249⁹⁹ King Set
was \$2,499.98

Save \$999⁹⁹

50% Off

TEMPUR-PEDIC

PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

**Mattresses and pillows
in stock and ready for
immediate delivery!**

Sealy

Posturepedic

Introducing

7 Mattress Giant 7

Shop Smart. Sleep Better.

AirSpring
since 1971

TEMPUR-PEDIC
THE ORIGINAL MATTRESS THAT RELIEVES THE PAIN



0% Interest Until 2009

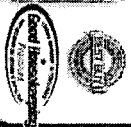


Back Supporter Chantilly Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99

Save \$300
off reg. price King Set



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400
off reg. price King Set



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500
off reg. price King Set



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600
off reg. price King Set



Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$500
off reg. price King Set



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000
off reg. price King Set



Expressions World Class
Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300
off reg. price King Set



Elation World Class Exceptional
Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,299.99
King Set was \$3,999.99

Save \$1,200
off reg. price King Set



Marquis Villa World Class Exceptional
Paramount Collection Summit Pillowtop

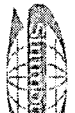
\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

Save \$1,400
off reg. price King Set



24



Bentleyrest

Models Available for Adjustable Bases!



reflexion™



New luxury latex models from Sealy!

Bellson

Ultra Plush
Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Collamore

Plush Euro Top
Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Warrender

Ultra Plush Pillowtop
Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99

+ TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic™ - Adjustable Friendly
The RhapsodyBed by Tempur-Pedic™ - Adjustable Friendly
The DeluxeBed by Tempur-Pedic™ - Adjustable Friendly
The ClassicBed by Tempur-Pedic™ - Adjustable Friendly



Tempur-Pedic® pillows
now available in all stores.



ask about
The OriginalBed by Tempur-Pedic™ - Adjustable friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

reflexion™
mattress by Sealy

 **Posturepedic**

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at Mattress Giant.

Free Frame or Free Pillow **Free Set-Up** **Free Removal**
Standard Model (\$40-\$70 value) - with each min. \$699.99 set purchase. (excludes Simmons Mystic & Serenity)
Memory Foam (\$39.99 value) with each \$699.99 set purchase. (excludes Simmons Mystic & Serenity)
Of your NEW mattress With the purchase of delivery.
Of your OLD mattress With the purchase of delivery.

MARYLAND

Bel Air 410-420-8430
401 Baltimore Pike - In the same building as Decker's Liquors.
Columbia 410-872-9388
6320 Columbia Crossing Dr. - Across from Dick's Sporting Goods.
Golden Ring Shopping Ctr. 410-686-5390
8643 Pulaski Hwy. - Next to U-Haul.
GRAND OPENING!
Glen Burnie 410-768-5880

Pasadena 410-315-7778
8131 Gov. Ritchie Hwy. - In Festival next to Leslie's Foods.
Timonium 410-308-2637
2080 York Rd. - Corner of Timonium & York (Near Bala Fresh).
Towson 410-296-8858
936 York Rd. 1/4 mile S. of Beltway, Next to McDonald's.
Salisbury Superstore 410-572-8899
2715-A Salisbury Blvd. - In front of Home Depot.

DELAWARE

Wilmington/Concord 302-479-5700
2720 Concord Pike - Rt. 202, Next to the Charcoal Pit.
Wilmington/Kirkwood 302-996-5400
4710 Kirkwood Hwy. - Across from Midway Plaza near Kirkwood Dodge.
Dover 302-734-7735
283 E North Dupont Hwy. - South of K-Mart.

Christiana-Newark 302-454-0256
310 Center Boulevard - Christiana Plaza between Petco & Pter One.
Bear 302-832-6532
1933 Pulaski Hwy. - Across from Fox Run Shopping Center.

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.90%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMARSRP. In-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon. Fri. 10-9

Mattress Giant



Shop Smart. Sleep Better.

Airprung



FEB 18 2007

0% interest until 2009

Min. Purch. Req. See back for details

Twin Mattresses Starting at	Full Mattresses Starting at	Queen Pillowtop Set Starting at	King Set Starting at
\$89⁹⁹ Reg. \$119.99	\$159⁹⁹ Reg. \$179.99	\$399⁹⁹ Reg. \$499.99	\$549⁹⁹ Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% off



Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9

Simmons Beautyrest

\$399⁹⁹ **50% Off**

Luxury Plush

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Twin & Full Sets

Simmons Beautyrest

\$399⁹⁹ **50% Off**

Firm

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Twin & Full Sets

Simmons Beautyrest

\$599⁹⁹ **50% Off**

Mystic

His Side/Her Side

Queen Set was \$1,199.98
King Set was \$1,599.98

Simmons Beautyrest

\$899⁹⁹ **50% Off**

World Class Firm

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Simmons Beautyrest

\$899⁹⁹ **50% Off**

World Class Plush

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Simmons Beautyrest

\$999⁹⁹ **50% Off**

World Class His Side/Her Side

Queen Set was \$1,999.98
King Set was \$2,499.98

TEMPUR-PEDIC

PRESSURE RELIEVING SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows in stock and ready for immediate delivery!

Introducing

Belly Posturepedic

7 Mattress Giant 7



Shop Smart. Sleep Better.



0% Interest Until 2009



Back Supporter Chantilly Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99

Save \$300
off reg price King Set



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400
off reg price King Set



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500
off reg price King Set



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600
off reg price King Set

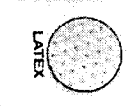


Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$500
off reg price King Set



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000
off reg price King Set

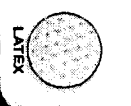


Expressions World Class
Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300
off reg price King Set



Elation World Class Exceptional
Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,999.99
King Set was \$3,999.99

Save \$1,200
off reg price King Set

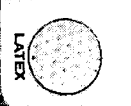


Margale Villa World Class Exceptional
Paramount Collection Summit Pillowtop

\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

Save \$1,400
off reg price King Set



24 Models Available for Adjustable Bases!



ReflexionTM



Belison	Collamore	Warrender
Ultra Plush	Plush Euro Top	Ultra Plush Pillowtop
Twin Set \$2,499.99	Twin Set \$3,099.99	Twin Set \$3,599.99
Full Set \$2,599.99	Full Set \$3,199.99	Full Set \$3,699.99
Queen Set \$2,699.99	Queen Set \$3,299.99	Queen Set \$3,799.99
King Set \$3,299.99	King Set \$3,999.99	King Set \$4,499.99

In stock and ready for immediate delivery!

The CelebrityBed by Tempur-PedicTM - Adjustable Friendly

The RhapsodyBed by Tempur-PedicTM - Adjustable Friendly

The DeluxeBed by Tempur-PedicTM - Adjustable Friendly

The ClassicBed by Tempur-PedicTM - Adjustable Friendly

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS





Tempur-Pedic® pillows
now available in all stores.



ask about
The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

reflexion™
naturally reflecting the human form

 **Posturepedic®**

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at Mattress Giant.

Free Frame OR Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.

Of your OLD mattress
With the purchase of delivery.

MINNEAPOLIS / ST. PAUL AREA

Apple Valley..... 952-431-4666
Blaine..... 763-792-4040
Burnsville..... 952-898-7204

Crystal..... 763-533-4239
Eden Prairie..... 952-995-0303
Mankato..... 507-345-6638
Maplewood..... 651-770-1800

Minnetonka..... 952-595-7400
Roseville..... 651-697-9372
Southdale..... 952-285-8393
West St. Paul..... 651-451-7100



GRAND OPENING!
Coon Rapids ... 763-427-7424

GRAND OPENING!
Maple Grove-Fountains 763-425-3630

GRAND OPENING!
Woodbury (Hudson Rd.) 651-739-4500

Ask About
Your AAA
Discount

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR 25.99%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer requires 12/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAV/SRP in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant



Shop Smart. Sleep Better.



2/18/07

0%* Interest Until 2009

8152 3166

Mini Punched, see back for details

Twin

Mattresses Starting at

\$89⁹⁹

Reg. \$119.99

Full

Mattresses Starting at

\$159⁹⁹

Reg. \$179.99

Queen

Pillowtop Set Starting at

\$399⁹⁹

Reg. \$429.99

King

Set Starting at

\$549⁹⁹

Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off

Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



Beautyrest
Luxury Plush

\$399⁹⁹
Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99
\$524⁹⁹ Full Set
was \$1,049.99
\$599⁹⁹ Queen Set
was \$1,099.99
\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

Beautyrest
Mystic
His Side/Her Side

\$599⁵⁹
Queen Set
was \$1,199.98
Save \$599⁹⁹

\$799⁹⁹ King Set
was \$1,599.98
Save \$799⁹⁹

50% Off

Beautyrest
World Class
Plush

\$899⁹⁹
Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99
\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

Beautyrest
Firm

\$399⁹⁹
Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99
\$524⁹⁹ Full Set
was \$1,049.99
\$599⁹⁹ Queen Set
was \$1,099.99
\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

Beautyrest
World Class
Firm

\$899⁹⁹
Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99
\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

Beautyrest
World Class
His Side/Her Side

\$999⁹⁹
Queen Set
was \$1,999.98
Save \$999⁹⁹

\$1,249⁹⁹ King Set
was \$2,499.98
Save \$1,249⁹⁹

50% Off

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Bally
Introducing
Posturepedic

Mattresses Giant



Shop Smart. Sleep Better.

AIRSPRING
Beds

TEMPUR-PEDIC
Mattresses & Pillows

TEMPUR-PEDIC
Mattresses & Pillows

0% Interest Until 2009



Back Supporter Chantilly Plush

\$549

Twin Set was \$799.99
 Full Set was \$849.99
 Queen Set was \$899.99
 King Set was \$1,399.99

Save \$300
 off reg price King Set



Doral Pillowtop Plush or Firm

\$599

Twin Set was \$899.99
 Full Set was \$949.99
 Queen Set was \$999.99
 King Set was \$1,399.99

Save \$400
 off reg price King Set
 Save \$50 On HS/HIS Option



Felicity Plush or Firm

\$699

Twin Set was \$1,099.99
 Full Set was \$1,199.99
 Queen Set was \$1,299.99
 King Set was \$1,699.99

Save \$500
 off reg price King Set
 Save \$50 On HS/HIS Option



Super Pillowtop Plush or Firm

\$799

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$600
 off reg price King Set
 Save \$50 On HS/HIS Option



Crown Collection Pillowtop

\$899

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$500
 off reg price King Set
 LATEX



World Class Pillowtop Plush or Firm

\$1,299

Full Set was \$2,099.99
 Queen Set was \$2,199.99
 King Set was \$2,799.99

Save \$1,000
 off reg price King Set
 MEMORY FOAM



Expressions World Class Paramount Collection Super Pillowtop

\$1,799

Full Set was \$2,899.99
 Queen Set was \$2,999.99
 King Set was \$3,699.99

Save \$1,300
 off reg price King Set
 LATEX



Elton World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199

Queen Set was \$3,299.99
 King Set was \$3,999.99

Save \$1,200
 off reg price King Set
 MEMORY FOAM



Margie Villa World Class Exceptional Paramount Collection Summit Pillowtop

\$2,699

Queen Set was \$3,999.99
 King Set was \$4,799.99

Save \$1,400
 off reg price King Set
 LATEX



24 Models Available for Adjustable Bases!



Adjustable Friendly



reflexion

New Luxury Models from Sentry

Bellson Ultra Plush

Twin Set \$2,499.99
 Full Set \$2,599.99
 Queen Set \$2,699.99
 King Set \$3,399.99

Collamore Plush Euro Top

Twin Set \$3,099.99
 Full Set \$3,199.99
 Queen Set \$3,299.99
 King Set \$3,999.99

Warrender Ultra Plush Pillowtop

Twin Set \$3,599.99
 Full Set \$3,699.99
 Queen Set \$3,799.99
 King Set \$4,499.99

In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic™ - Adjustable Friendly

The RhapsodyBed by Tempur-Pedic™ - Adjustable Friendly

The DeluxeBed by Tempur-Pedic™ - Adjustable Friendly

The ClassicBed by Tempur-Pedic™ - Adjustable Friendly



TEMPUR-PEDIC

PRESSURE-RELIEVING SWEDISH MATTRESSES AND PILLOWS





Tempur-Pedic® pillows
now available in all stores.



ask about
The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

reflexion™
naturally reflecting the human form

Sealy® Posturepedic®

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at **Mattress Giant**.

Free Frame OR Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase
(excludes Simmons, Mystic & Serenity)

Memory Foam
(\$39.99 value) with each \$699.99 set purchase
(excludes Simmons, Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.


Of your OLD mattress
With the purchase of delivery.

MINNEAPOLIS / ST. PAUL AREA

Apple Valley.... 952-431-4666
Blaine..... 763-792-4040
Burnsville..... 952-898-7204
GRAND OPENING!
Coon Rapids ... 763-427-7424

Crystal 763-533-4239
Eden Prairie..... 952-995-0303
Mankato..... 507-345-6638
Maplewood..... 651-770-1800
GRAND OPENING!
Maple Grove-Fountains 763-425-3630

Minnnetonka..... 952-595-7400
Roseville..... 651-697-9372
Southdale..... 952-285-8393
West St. Paul..... 651-451-7100
GRAND OPENING!
Woodbury (Hudson Rd.) 651-739-4500


Show Your Card & Save
Ask About
Your AAA
Discount

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.99%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons, Mystic & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAP/SPR. In-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon-Fri. 10-9

Major Credit Cards Accepted

Mattress Giant



Shop Smart. Sleep Better.



2/11/07
0%* Interest Until 2009
*Min. Purchase Req. See back for details

1-8-2009 5:21:00 PM, AMT POST-BROADCAST 2/11/07

Twin	Full	Queen	King
Mattresses Starting at	Mattresses Starting at	Pillowtop Set Starting at	Set Starting at
\$89⁹⁹	\$159⁹⁹	\$399⁹⁹	\$549⁹⁹
Reg. \$119.99	Reg. \$179.99	Reg. \$499.99	Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off



Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9

SIMMONS *Beautyrest*

399⁹⁹

Luxury Plush

Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99

\$524⁹⁹ Full Set
was \$1,049.99

\$599⁹⁹ Queen Set
was \$1,099.99

\$799⁹⁹ King Set
was \$1,499.99

50% off

Twin & Full Sets

SIMMONS *Beautyrest*

399⁹⁹

Firm

Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99

\$524⁹⁹ Full Set
was \$1,049.99

\$599⁹⁹ Queen Set
was \$1,099.99

\$799⁹⁹ King Set
was \$1,499.99

50% off

Twin & Full Sets

SIMMONS *Beautyrest*

599⁹⁹

Mystic
His Side/Her Side

Queen Set
was \$1,199.98
Save \$599⁹⁹

\$799⁹⁹ King Set
was \$1,599.98
Save \$799⁹⁹

50% off

SIMMONS *Beautyrest*

899⁹⁹

World Class
Firm

Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99

\$1,199⁹⁹ King Set
was \$2,399.99

50% off

SIMMONS *Beautyrest*

899⁹⁹

World Class
Plush

Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99

\$1,199⁹⁹ King Set
was \$2,399.99

50% off

SIMMONS *Beautyrest*

999⁹⁹

World Class
His Side/Her Side

Queen Set
was \$1,999.98
Save \$999⁹⁹

\$1,249⁹⁹ King Set
was \$2,499.98
Save \$1,249⁹⁹

50% off

TEMPUR-PEDIC

PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Belly *Posturepedic*

Introducing

7 Mattress Giant 7

Shop Smart. Sleep Better. **Airtemp** **TEMPUR-PEDIC**

0% Interest Until 2009



Back Supporter Charilly Plush

\$549⁹⁹

Twin Set was \$799.99
 Full Set was \$849.99
 Queen Set was \$899.99
 King Set was \$1,999.99

Save \$300



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
 Full Set was \$949.99
 Queen Set was \$999.99
 King Set was \$1,399.99

Save \$400



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
 Full Set was \$1,199.99
 Queen Set was \$1,899.99
 King Set was \$1,699.99

Save \$500

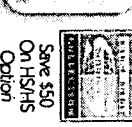


Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$600

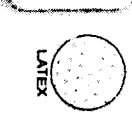


Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$500



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
 Queen Set was \$2,199.99
 King Set was \$2,799.99

Save \$1,000



Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
 Queen Set was \$2,999.99
 King Set was \$3,699.99

Save \$1,300



Elation World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,299.99
 King Set was \$3,999.99

Save \$1,200

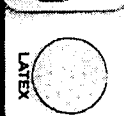


Marquis Villa World Class Exceptional Paramount Collection Summit Pillowtop

\$2,699⁹⁹

Queen Set was \$3,999.99
 King Set was \$4,799.99

Save \$1,400



24



Beautyrest

Models Available for Adjustable Bases!



reflexion™



New Luxury Models from Sealy!

Bellson Ultra Plush

Twin Set \$2,499.99
 Full Set \$2,599.99
 Queen Set \$2,699.99
 King Set \$3,299.99

Collamore Plush Euro Top

Twin Set \$3,099.99
 Full Set \$3,199.99
 Queen Set \$3,299.99
 King Set \$3,999.99

Wardender Ultra Plush Pillowtop

Twin Set \$3,599.99
 Full Set \$3,699.99
 Queen Set \$3,799.99
 King Set \$4,499.99



TEMPUR-PEDIC
 PRESSURE RELIEVING
 SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The Deliberately Designed Tempur-Pedic

The Rhapsody Bed by Tempur-Pedic

The Deliberately Designed Tempur-Pedic

The Classically Designed Tempur-Pedic



Tempur-Pedic® pillows
now available in all stores.



ask about

The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

reflexionTM Posturepedic[®]

naturally reflecting the human form

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at Mattress Giant.

Free Frame OR Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.

Of your OLD mattress
With the purchase of delivery.

ST. LOUIS AREA

Alton	618-463-0765	Florissant (Surrey Plaza)	314-838-3103
Brentwood	314-721-0317	Manchester	636-227-0205
Chesterfield Commons	636-733-0500	Mid Rivers Mall	636-397-4666
Crestwood	314-842-5377	Northwest Plaza	314-739-8044
Fairview Heights	618-235-1971	O'Fallon	636-978-0352
Fenton	636-326-5364	Olive	314-576-2119

GRAND OPENING!

Clayton	314-721-9911
South County	314-894-3595
St. Louis Hills	314-752-1414
Scheduled To Open	
Wentzville	636-332-6530

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.99%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only. See store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAP/SRP in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

Major Credit Cards Accepted

We Deliver!

Special Presidents' Day Hours

Sat 10-9 • Sun 11-8 • Mon 9-9

Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant

Shop Smart. Sleep Better.

Airprung



0% Interest Until ~~2003~~ 2004

Min. Purchase Req. See ad for details

Twin

Mattresses Starting at

\$ **89**⁹⁹

Reg. \$119.99

Full

Mattresses Starting at

\$ **159**⁹⁹

Reg. \$179.99

Queen
Pillowtop Set

Starting at

\$ **399**⁹⁹

Reg. \$429.99

King
Set Starting at

\$ **549**⁹⁹

Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off

Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



1-800-877-2266 218

SIMMONS *Beautyrest*
399⁹⁹ **Luxury Plush**
 Twin Mattress was \$819.99
Save \$420

Twin Set was \$999.99
 Full Set was \$1,049.99
 Queen Set was \$1,099.99
 King Set was \$1,499.99

50% Off
 Twin & Full Sets

SIMMONS *Beautyrest*
599⁹⁹ **Mystic**
 Queen Set was \$1,199.98
Save \$599⁹⁹

His Side/Her Side
 King Set was \$1,599.98
Save \$799⁹⁹

50% Off

SIMMONS *Beautyrest*
899⁹⁹ **World Class Plush**
 Full Set was \$1,799.99
Save \$900

Queen Set was \$1,899.99
 King Set was \$2,399.99
Save \$1,199⁹⁹

50% Off

SIMMONS *Beautyrest*
399⁹⁹ **Firm**
 Twin Mattress was \$819.99
Save \$420

Twin Set was \$999.99
 Full Set was \$1,049.99
 Queen Set was \$1,099.99
 King Set was \$1,499.99

50% Off
 Twin & Full Sets

SIMMONS *Beautyrest*
899⁹⁹ **World Class Firm**
 Full Set was \$1,799.99
Save \$900

Queen Set was \$1,899.99
 King Set was \$2,399.99
Save \$1,199⁹⁹

50% Off

SIMMONS *Beautyrest*
999⁹⁹ **World Class His Side/Her Side**
 Queen Set was \$1,999.98
Save \$999⁹⁹

King Set was \$2,499.98
Save \$1,249⁹⁹

50% Off

+ TEMPUR-PEDIC
 PRESSURE RELIEVING
 SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
 in stock and ready for
 immediate delivery!

Sealy **Posturepedic**

7 Mattress Giant 7

Shop Smart. Sleep Better: **Airprung** **TEMPUR-PEDIC**

(N 25426-25671)

0% Interest Until 2009

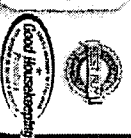


Back Supporter Chantilly Plush

\$549⁹⁹

Twin Set was \$799.99
 Full Set was \$849.99
 Queen Set was \$899.99
 King Set was \$1,299.99

Save \$300



off reg price King Set



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
 Full Set was \$949.99
 Queen Set was \$999.99
 King Set was \$1,399.99

Save \$400



off reg price King Set



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
 Full Set was \$1,199.99
 Queen Set was \$1,299.99
 King Set was \$1,699.99

Save \$500



off reg price King Set



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$600



off reg price King Set

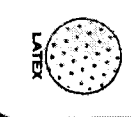


Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
 Full Set was \$1,399.99
 Queen Set was \$1,499.99
 King Set was \$1,899.99

Save \$500



off reg price King Set



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
 Queen Set was \$2,199.99
 King Set was \$2,799.99

Save \$1,000



off reg price King Set

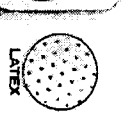


Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
 Queen Set was \$2,999.99
 King Set was \$3,699.99

Save \$1,300



off reg price King Set



Edison World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,299.99
 King Set was \$3,999.99

Save \$1,200



off reg price King Set

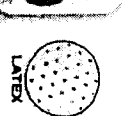


Marquis Villa World Class Exceptional Paramount Collection Summit Pillowtop

\$2,699⁹⁹

Queen Set was \$3,999.99
 King Set was \$4,799.99

Save \$1,400



off reg price King Set



24 Models Available for Adjustable Bases!



reflexion[™]



New Luxury Latex Models from Sealy

Sealy	Collamore	Warrender
Ultra Plush	Plush Euro Top	Ultra Plush Pillowtop
Twin Set \$2,499.99	Twin Set \$3,099.99	Twin Set \$3,599.99
Full Set \$2,599.99	Full Set \$3,199.99	Full Set \$3,699.99
Queen Set \$2,699.99	Queen Set \$3,299.99	Queen Set \$3,799.99
King Set \$3,299.99	King Set \$3,999.99	King Set \$4,499.99

In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic[™] - Adjustable Firmly

The RhapsodyBed by Tempur-Pedic[™] - Adjustable Firmly

The DeluxeBed by Tempur-Pedic[™] - Adjustable Firmly

The ClassicBed by Tempur-Pedic[™] - Adjustable Firmly




All Savings off reg price King Set



ALTERNATIVE
TECHNIQUES

ask about
The Original Bed by Tempur-Pedic™ - Adjustable friendly

retailers
naturally reflect on the human form

 Posturepedic®

Free Frame or **Free Pillow**
Memory Foam
 Standard Model (\$40-\$70 value) -
 with each mil. \$699.99 set purchase.
 (excludes Simmons Mystic & Serenity)
 (\$39.99 value) with each \$699.99 set purchase.
 (excludes Simmons Mystic & Serenity)

Free Set-Up
 Of your NEW mattress
 With the purchase of delivery.

Free Removal
 Of your OLD mattress
 With the purchase of delivery.

PENNSYLVANIA, NEW JERSEY

Philadelphia County		
North East Tower Center	215-537-5001	
Center City (Downtown) S.J.	215-557-9015	
Cottman Plaza	215-775-5038	
Franklin Mills	215-637-1817	
Quartermaster	215-336-3900	
GRAND OPENING!		
South Philadelphia	215-336-0234	
Newtown Square		
Gateway	610-657-1188	
Exton	610-594-0811	
Springside	610-338-0100	
Prospect Park	610-537-1887	
Bryn Mawr/Ardmore	610-527-6890	
Maple crossroads ...	610-544-1510	
GRAND OPENING!		
Thorndale	610-380-8255	
Montgomery & Bucks Counties		
GRAND OPENING!		
Mt. Pleasant-Hatco	215-412-3665	
Montgomeryville	215-855-2810	
Plymouth Meeting	610-832-0200	
Point of Pesusia	610-265-1800	
King Of Prussia	215-830-0310	
Willowgrove	215-878-0310	
Bala Cynwyd	215-878-0327	
Neshaminy	215-332-7337	
GRAND OPENING!		
Warminster	215-441-8650	
New Jersey - Trenton - Sea Shore		
Cherry Hill	856-466-1350	
Delaun	856-616-1900	
Ellisburg Circle	856-616-9414	
Marlton	856-556-1104	
Turnersville/Schenley	856-875-/878	
Delaware		
Delford	856-639-1004	
Georgetown	856-394-4700	
Voorhees	856-783-0071	
Lawrenceville	609-912-1100	
Maple Shade	856-439-9448	
Mays Landing	609-625-3638	
Northfield/Tilton Rd	609-641-3444	
Mercerville	609-631-0444	
Delaware		
Wilmington/Concord	302-479-5700	
Wilmington/Kirkwood	302-996-6560	
Christiana-Newark	302-454-0250	
Bear	302-832-6532	
Dover	302-734-7735	
Virginia		
Yorkland Ony 3.5% tax	856-794-1234	
Mt. Healy/Lumberport 3.5% tax	609-265-7771	

Get an extra \$100 off your mattress with a Mattress Giant® 2007. *With purchase of \$1,899.99 for 24 months no interest with equal monthly prts. Min. monthly prnt. will be the amount that will pay for the purchase in full in equal prnts. during the 24 month period. You may avoid interest by paying the required prnts on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo NAB. Regular APR is 25.90%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons My-Sleep & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 12/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAAP \$5/pt. in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special Presidents' Day hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-5

Mattress Giant



Shop Smart. Sleep Better.



2/18/07

0%* Interest Until 2009

21000

Min. Purch. Req. See back for details.

Twin

Mattresses Starting at

\$**89**⁹⁹

Reg. \$119.99

Full

Mattresses Starting at

\$**159**⁹⁹

Reg. \$179.99

**Queen
Pillowtop Set**

Starting at

\$**399**⁹⁹

Reg. \$429.99

King

Set Starting at

\$**549**⁹⁹

Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off



Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9

SIMMONS
Beautyrest
Luxury Plush

\$399⁹⁹
Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99
\$524⁹⁹ Full Set
was \$1,049.99
\$599⁹⁹ Queen Set
was \$1,099.99
\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

SIMMONS
Beautyrest
Mystic
His Side/Her Side

\$599⁹⁹
Queen Set
was \$1,199.98
Save \$599⁹⁹

\$799⁹⁹ King Set
was \$1,399.98
Save \$799⁹⁹

50% Off

SIMMONS
Beautyrest
World Class
Plush

\$899⁹⁹
Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99
\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

SIMMONS
Beautyrest
Firm

\$399⁹⁹
Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99
\$524⁹⁹ Full Set
was \$1,049.99
\$599⁹⁹ Queen Set
was \$1,099.99
\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

SIMMONS
Beautyrest
World Class
Firm

\$899⁹⁹
Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99
\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

SIMMONS
Beautyrest
World Class
His Side/Her Side

\$999⁹⁹
Queen Set
was \$1,999.98
Save \$999⁹⁹

\$1,249⁹⁹ King Set
was \$2,499.98
Save \$1,249⁹⁹

50% Off

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Sally
Posturepedic

Introducing

7 Mattress Giant 7



Shop Smart. Sleep Better.

AIRSPRING
FIRM, MEDIUM, SOFT



All savings off everyday low prices. Free gifts do not apply to Simmons Mystic & Sevensly.

0% Interest Until 2009

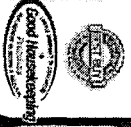


Back Supporter Charilly Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99

Save \$300



\$400



Save \$500



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400



Save \$500



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600



Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$500



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000



Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300



Edison World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,999.99
King Set was \$3,999.99

Save \$1,200



Marquis Villa World Class Exceptional Paramount Collection Summit Pillowtop

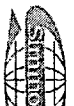
\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

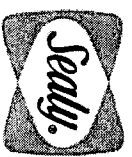
Save \$1,400



24 Models Available for Adjustable Bases!



Beautyrest



reflexion™



New Luxury Models from Sealy!

Bellson Ultra Plush

Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Collamore Plush Euro Top

Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Warrender Ultra Plush Pillowtop

Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99

All Savings are already low prices

+ TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic™ - Adjustable Firmly
The RhapsodyBed by Tempur-Pedic™ - Adjustable Firmly
The DeluxeBed by Tempur-Pedic™ - Adjustable Firmly
The ClassicBed by Tempur-Pedic™ - Adjustable Firmly



Tempur-Pedic® pillows
now available in all stores.



ask about
The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

Reflexion™ naturally reflecting the human form

Sealy® Posturepedic®

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at Mattress Giant.

Free Frame OR Free Pillow Free Set-Up Free Removal
Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)
Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)
Of your NEW mattress
With the purchase of delivery.
Of your OLD mattress
With the purchase of delivery.

NEW HAMPSHIRE, MAINE, RHODE ISLAND, MASSACHUSETTS

New Hampshire
GRAND OPENING!
Amherst 603-882-0199
Concord 603-223-0033
Hooksett Crossing 603-647-1023
Keene 603-352-7684
Laconia 603-527-1963
W. Lebanon 603-298-5050
Manchester 603-666-6450

Coming Soon To
North Hampton 603-964-5390
Nashua 603-891-2099
North Conway 603-356-5573
Portsmouth 603-430-7344
Rochester 603-335-8051
Salem 603-890-4980
Maine
S. Portland 207-253-1532
Biddeford 207-283-4045

Rhode Island
Newport 401-846-2853
Providence 401-421-2421
Warwick 401-827-5383
Massachusetts
Attleboro 508-399-5115
Auburn 508-832-0458
Braintree 781-848-5687
Dedham 781-251-0434
Everett 617-387-0580
Framingham 508-628-3838

GRAND OPENING!
Needham 781-433-9991
Pembroke 781-836-2835
Peabody 978-531-4324

Scheduled To Open
Saugus 781-231-4700
Seekonk 508-336-5959
Shrewsbury 508-754-9010
Somerville 617-623-0960
Waltham 781-642-7798
West Boylston 508-835-2781
Weymouth 781-331-3467
Woburn 781-935-0243

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.90%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only. See store for actual models. All savings of everyday low price. Offer expires 2/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAP/ISP in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat 10-8 • Sun 11-6 • Mon-Fri 10-9

Mattress Giant®

Shop Smart. Sleep Better.



2/18/91

0%* Interest Until 2009

Min. Purch. Req'd. See back for details.

Twin

Mattresses Starting at

\$89⁹⁹

Reg. \$119.99

Full

Mattresses Starting at

\$159⁹⁹

Reg. \$179.99

Queen
Pillowtop Set

Starting at

\$399⁹⁹

Reg. \$459.99

King
Set Starting at

\$549⁹⁹

Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off



Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



Beautyrest

\$399⁹⁹

Luxury Plush

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Save \$420

50% Off

Twin & Full Sets



Beautyrest

\$399⁹⁹

Firm

Twin Set was \$999.99
Full Set was \$1,049.99
Queen Set was \$1,099.99
King Set was \$1,499.99

Save \$420

50% Off

Twin & Full Sets



Beautyrest

\$599⁹⁹

Mystic
His Side/Her Side

Queen Set was \$1,199.98
King Set was \$1,599.98

Save \$599⁹⁹



Save \$799⁹⁹

50% Off



Beautyrest

\$899⁹⁹

World Class
Firm

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Save \$900

50% Off



Beautyrest

\$899⁹⁹

World Class
Plush

Full Set was \$1,799.99
Queen Set was \$1,899.99
King Set was \$2,399.99

Save \$900



Save \$1,199⁹⁹

50% Off



Beautyrest

\$999⁹⁹

World Class
His Side/Her Side

Queen Set was \$1,999.98
King Set was \$2,499.98

Save \$999⁹⁹



Save \$1,249⁹⁹

50% Off

All savings off everyday low prices. Free gifts do not apply to Simmons Mystic & Serenity.



TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!



Posturepedic

Introducing

7 Mattress Giant 7



Shop Smart. Sleep Better.



0% Interest Until 2009



Back Supporter Chantilly Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99

Save \$300



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600

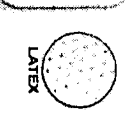


Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$500



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000

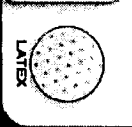


Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300

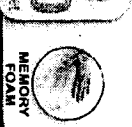


Elation World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,999.99
King Set was \$3,999.99

Save \$1,200

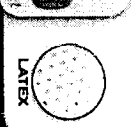


Marquis Villa World Class Exceptional Paramount Collection Summit Pillowtop

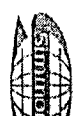
\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

Save \$1,400



24 Models Available for Adjustable Bases!



Beautyrest



reflexion™



New Luxury Latex Models from Sealy

Bellson Ultra Plush

Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Collamore Plush Euro Top

Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Warrender Ultra Plush Pillowtop

Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99

+ TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATRESSES AND PILLOWS



In stock and ready for immediate delivery!

The Celebrity Bed by Tempur-Pedic

The Flamingo Bed by Tempur-Pedic

The Diamond Bed by Tempur-Pedic

The Classic Bed by Tempur-Pedic



Tempur-Pedic® pillows
now available in all stores.



ask about
The Originalbed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer

for their premium line of Sealy Reflexion Latex Bedding.

reflexion™
naturally reflecting the human form

 **Posturepedic®**

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at **Mattress Giant.**

Free Frame OR Free Pillow Free Set-Up Free Removal


Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase
(excludes Simmons Mystic & Serenity)

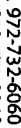
Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.

Of your OLD mattress
With the purchase of delivery.

DALLAS / FT. WORTH METROPLEX

	
GRAND OPENING!	
Addison-Prestonwood Cir. 972-716-2085	Duncanville 214-467-7667
Arlington metro 772-784-1114	Farmers Branch/635 972-247-4727
Burleson 817-426-5910	Flower Mound 972-539-5155
Cedar Hill 972-291-9158	Ft. Worth-Hulen 817-763-5551
Dallas-Central Expwy. 214-750-6288	Ft. Worth-Montgomery 817-348-9771
Dallas-Tollway 972-490-8444	Ft. Worth-Ridgmar 817-377-2446
Dallas-Knox/Henderson 214-559-6101	Frisco 972-668-7270
Denton Crossing 940-320-5428	
GRAND OPENING!	
Frisco - Shops at Preston Ridge 214-387-6060	
Scheduled To Open	
Mansfield Town Center 817-477-5725	McKinney 972-562-0707
	Mesquite 972-681-6353
	N. Richland Hills metro 817-498-7868
	Plano-Collin Creek 469-241-1664
	W. Plano-Park 972-732-6060
	Rockwall 972-772-3969
	Sherman 903-813-0734
	Watauga 817-656-1210
	Waxahachie 972-937-8863



Ask About Your **N. Richland Hills** Discount



*Min purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.99%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAR/SRP in-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant



Shop Smart. Sleep Better.



REG. 1 & 2007

2106

31. MONTH, 1% APR, FINANCING

0% Interest Until 2009

Mfr. Purch. Req. See back for details

Twin	Full	Queen	King
Mattresses Starting at	Mattresses Starting at	Pillowtop Set Starting at	Set Starting at
\$89 ⁹⁹	\$159 ⁹⁹	\$399 ⁹⁹	\$549 ⁹⁹
Reg. \$119.99	Reg. \$179.99	Reg. \$499.99	Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off



Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



Beautyrest

Luxury Plush

\$
399⁹⁹

Twin Mattress
was \$819.99
Save \$420

50% Off

Twin & Full Sets



Beautyrest

Firm

\$
399⁹⁹

Twin Mattress
was \$819.99
Save \$420

50% Off

Twin & Full Sets



Beautyrest

Mystic
His Side/Her Side

\$
599⁹⁹

Queen Set
was \$1,199.98
Save \$599⁹⁹



\$799⁹⁹
King Set
was \$1,599.98
Save \$799⁹⁹

50% Off

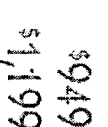


Beautyrest

World Class
Firm

\$
899⁹⁹

Full Set
was \$1,799.99
Save \$900



\$949⁹⁹
Queen Set
was \$1,899.99

\$1,199⁹⁹
King Set
was \$2,399.99

50% Off



Beautyrest

World Class
Plush

\$
899⁹⁹

Full Set
was \$1,799.99
Save \$900



\$949⁹⁹
Queen Set
was \$1,899.99

\$1,199⁹⁹
King Set
was \$2,399.99

50% Off



Beautyrest

World Class
His Side/Her Side

\$
999⁹⁹

Queen Set
was \$1,999.98
Save \$999⁹⁹



\$1,249⁹⁹
King Set
was \$2,499.98

Save \$1,249⁹⁹

50% Off

TEMPUR-PEDIC
PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Posturepedic

Introducing

7 Mattress Giant 7



Shop Smart. Sleep Better.

AirSpring

since 1957 Beds



0% Interest Until 2009

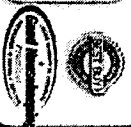


Back Supporter Charity Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,299.99

Save \$300



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600



Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,999.99
Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,599.99

Save \$500



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000

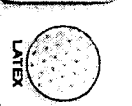


Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300



Elation World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

Save \$1,200



Harquet Villa World Class Exceptional Paramount Collection Summit Pillowtop

\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

Save \$1,400

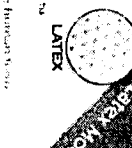


24 Models Available for Adjustable Bases!



reflexion™

Latex Models from Sealy



Belison Ultra Plush

Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Collamore Plush Euro Top

Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Warrender Ultra Plush Pillowtop

Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99



TEMPUR-PEDIC

PRESSURE RELIEVING SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic™ - Adjustable Friendly

The FlipsodyBed by Tempur-Pedic™ - Adjustable Friendly

The DeluxBed by Tempur-Pedic™ - Adjustable Friendly

The ClassicBed by Tempur-Pedic™ - Adjustable Friendly



Tempur-Pedic® pillows
now available in all stores.



ask about
The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as

Sealy's exclusive retailer

for their premium line of Sealy Reflexion Latex Bedding.

reflexion™
naturally reflecting the human form



Posturepedic®

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses
... only at Mattress Giant.

Free Frame or Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.

Of your OLD mattress
With the purchase of delivery.

DALLAS / FT. WORTH METROPLEX



GRAND OPENING!
Addison-Prestonwood Ctr. 972-716-2085
Arlington metro 817-784-1114
Burleson 817-426-5910
Cedar Hill 972-291-9158
Dallas-Central Expwy. 214-750-6288
Dallas-Followway 972-490-8444
Dallas-Knox/Henderson 214-559-6101
Denton Crossing 940-320-5428

Duncanville 214-467-7667
Farmers Branch/635 972-247-4727
Flower Mound 972-539-5155
Ft. Worth-Hulen 817-763-5551
Ft. Worth-Montgomery 817-348-9771
Ft. Worth-Ridgmar 817-377-2446
Frisco 972-668-7270

GRAND OPENING!
Frisco - Shops at Preston Ridge 214-387-6060
Mansfield Town Center 817-477-5725

Garland - Firewheel 972-496-1800
Grand Prairie 972-264-1252
Grapevine metro 817-481-6179
Hurst 817-285-8556
Irving-MacArthur Blvd. 972-373-0769
Irving-Waltrip Frwy. 972-315-7325
Lewisville 972-315-7325
McKinney 972-562-0707
Mesquite 972-681-6353
N. Richland Hills metro 817-498-7868
Plano-Collin Creek 469-241-1664
W. Plano-Park 972-732-6060
Rockwall 972-772-3969
Sherman 903-813-0734
Watauga 817-656-1210
Waxahatchie 972-937-8863



Ask About Your AAA Discount

*Min. purchase of \$1,899.99 for 24 months no interest with equal monthly pmts. Min. monthly pmt. will be the amount that will pay for the purchase in full in equal pmts. during the 24 month period. You may avoid interest by paying the required pmts. on time, otherwise, interest accrues from date of purchase at the regular APR for purchases. All finance purchases must be charged with approved credit to your Mattress Giant credit card issued by Wells Fargo FNB. Regular APR is 25.99%, effective October 1st, 2006. APR may vary. Coupons and discounts cannot be combined with other promotions or applied retroactively to previous purchases and do not apply to floor samples, clearance and discontinued models. Free gifts do not apply to Simmons Mystic & Serenity. Photo illustrations for display only, see store for actual models. All savings off everyday low price. Offer expires 2/26/07. We accept major credit cards. †We will beat any competitor's price by 10% guaranteed or it's free! Must be current local competitor's ad or verified price quote not below cost or MMAP/SP. In-store merchandise only. ©2007 Mattress Giant Corp.

110% Price Guarantee or it's FREE!

We Deliver!
Major Credit Cards Accepted

Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon-Fri. 10-9

Mattress Giant



Shop Smart. Sleep Better.



18106
0%* Interest Until 2009
Min. Purch. Req. See Back for Details

Twin

Mattresses Starting at

\$89⁹⁹

Reg. \$119.99

Full

Mattresses Starting at

\$159⁹⁹

Reg. \$179.99

Queen
Pillowtop Set

Starting at

\$399⁹⁹

Reg. \$429.99

King

Set Starting at

\$549⁹⁹

Reg. \$649.99

Mattress Giant

Presidents' Day Sleep Sale

50% Off

Special Holiday Hours • Sat 10-9 • Sun 11-8 • Mon 9-9



2/18/09

SIMMONS Beautyrest

Luxury Plush

\$399⁹⁹

Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99

\$524⁹⁹ Full Set
was \$1,049.99

\$599⁹⁹ Queen Set
was \$1,099.99

\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

SIMMONS Beautyrest

Mystic

\$599⁹⁹

Queen Set
was \$1,199.98
Save \$599⁹⁹

\$799⁹⁹ King Set
was \$1,599.98
Save \$799⁹⁹

50% Off

SIMMONS Beautyrest

World Class Plush

\$899⁹⁹

Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99

\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

SIMMONS Beautyrest

Firm

\$399⁹⁹

Twin Mattress
was \$819.99
Save \$420

\$499⁹⁹ Twin Set
was \$999.99

\$524⁹⁹ Full Set
was \$1,049.99

\$599⁹⁹ Queen Set
was \$1,099.99

\$799⁹⁹ King Set
was \$1,499.99

50% Off
Twin & Full Sets

SIMMONS Beautyrest

World Class Firm

\$899⁹⁹

Full Set
was \$1,799.99
Save \$900

\$949⁹⁹ Queen Set
was \$1,899.99

\$1,199⁹⁹ King Set
was \$2,399.99

50% Off

SIMMONS Beautyrest

World Class His Side/Her Side

\$999⁹⁹

Queen Set
was \$1,999.98
Save \$999⁹⁹

\$1,249⁹⁹ King Set
was \$2,499.98
Save \$1,249⁹⁹

50% Off

TEMPUR-PEDIC

PRESSURE RELIEVING
SWEDISH MATTRESSES AND PILLOWS

Mattresses and pillows
in stock and ready for
immediate delivery!

Sealy Posturepedic

Introducing

7 Mattress Giant 7

Shop Smart. Sleep Better.

(714) 351-6-2516

0% Interest Until 2009



Back Supporter Chantilly Plush

\$549⁹⁹

Twin Set was \$799.99
Full Set was \$849.99
Queen Set was \$899.99
King Set was \$1,399.99

Save \$300



Save \$400



Doral Pillowtop Plush or Firm

\$599⁹⁹

Twin Set was \$899.99
Full Set was \$949.99
Queen Set was \$999.99
King Set was \$1,399.99

Save \$400



Felicity Plush or Firm

\$699⁹⁹

Twin Set was \$1,099.99
Full Set was \$1,199.99
Queen Set was \$1,299.99
King Set was \$1,699.99

Save \$500



Super Pillowtop Plush or Firm

\$799⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$600



Crown Collection Pillowtop

\$899⁹⁹

Twin Set was \$1,299.99
Full Set was \$1,399.99
Queen Set was \$1,499.99
King Set was \$1,899.99

Save \$500



World Class Pillowtop Plush or Firm

\$1,299⁹⁹

Full Set was \$2,099.99
Queen Set was \$2,199.99
King Set was \$2,799.99

Save \$1,000



Expressions World Class Paramount Collection Super Pillowtop

\$1,799⁹⁹

Full Set was \$2,899.99
Queen Set was \$2,999.99
King Set was \$3,699.99

Save \$1,300



Elation World Class Exceptional Paramount Collection Summit Pillowtop

\$2,199⁹⁹

Queen Set was \$3,999.99
King Set was \$3,999.99

Save \$1,200



Marquis Villa World Class Exceptional Paramount Collection Summit Pillowtop

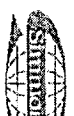
\$2,699⁹⁹

Queen Set was \$3,999.99
King Set was \$4,799.99

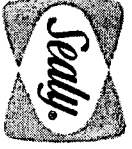
Save \$1,400



24 Models Available for Adjustable Bases!



Adjustable Friendly



reflexion[®]



New Line[®] Bed Models from Sealy

Belison Ultra Plush

Twin Set \$2,499.99
Full Set \$2,599.99
Queen Set \$2,699.99
King Set \$3,299.99

Collamore Plush Euro Top

Twin Set \$3,099.99
Full Set \$3,199.99
Queen Set \$3,299.99
King Set \$3,999.99

Warrender Ultra Plush Pillowtop

Twin Set \$3,599.99
Full Set \$3,699.99
Queen Set \$3,799.99
King Set \$4,499.99



PRESSURE RELIEVING SWEDISH MATTRESSES AND PILLOWS



In stock and ready for immediate delivery!

The CelebrityBed by Tempur-Pedic™ - Adjustable Friendly
The RhapsodyBed by Tempur-Pedic™ - Adjustable Friendly
The DeluxeBed by Tempur-Pedic™ - Adjustable Friendly
The ClassicBed by Tempur-Pedic™ - Adjustable Friendly



Tempur-Pedic® pillows
now available in all stores.



ask about
The Original Bed by Tempur-Pedic™ - Adjustable Friendly

Mattress Giant is honored to be chosen as
Sealy's exclusive retailer
for their premium line of Sealy Reflexion Latex Bedding.

reflexion™

naturally reflecting the human form

Sealy® Posturepedic

Come to our showroom and try out the new Sealy Reflexion Latex and special Sealy Posturepedic mattresses

... only at **Mattress Giant.**

Free Frame OR Free Pillow Free Set-Up Free Removal

Standard Model (\$40-\$70 value) -
with each min. \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Memory Foam
(\$39.99 value) with each \$699.99 set purchase.
(excludes Simmons Mystic & Serenity)

Of your NEW mattress
With the purchase of delivery.

Of your OLD mattress
With the purchase of delivery.

HOUSTON AREA

Houston-290/Northwest 713-957-3499
Houston-Champion Forest... 281-587-1083
Houston-Copperfield 281-855-9367
Houston-Cypress Station... 281-631-9040
Houston-Rice Village 713-521-1838
Houston-Sharpstown 713-772-8623

Houston-West Oaks Superstore... 281-293-9077
Houston-West Loop Superstore... 713-355-1800
Dunvale 713-974-3302
Beaumont 409-896-2932
Clear Lake-Nasa Road 1 METRO 281-332-9449
GRAND OPENING!
College Station 979-764-1458

Conroe 936-441-4288
Humble-Deerbrook 281-548-3414
Katy 281-599-9687
Memorial City 713-461-7788
Missouri City 281-403-1133
Pasadena 281-487-1751
Pearland 713-436-5321
Rosenberg 281-232-3115

Spring 281-288-2016
Stafford-The Fountains 281-277-9191
Sugarland-Hwy 59 281-313-0400
Tomball 281-251-7977
Woodlands 281-367-1186
METRO 281-367-1186
GRAND OPENING!
Woodlands Mall 281-681-9690



Show Your Card & Save

Ask About
Your AAA
Discount

110% Price Guarantee or it's FREE!
Major Credit Cards Accepted

We Deliver!
Special Presidents' Day Hours
Sat 10-9 • Sun 11-8 • Mon 9-9
Regular Hours: Sat. 10-8 • Sun. 11-6 • Mon.-Fri. 10-9

Mattress Giant



Shop Smart. Sleep Better.

